



 **Dallas** **DECEMBER • 1957**

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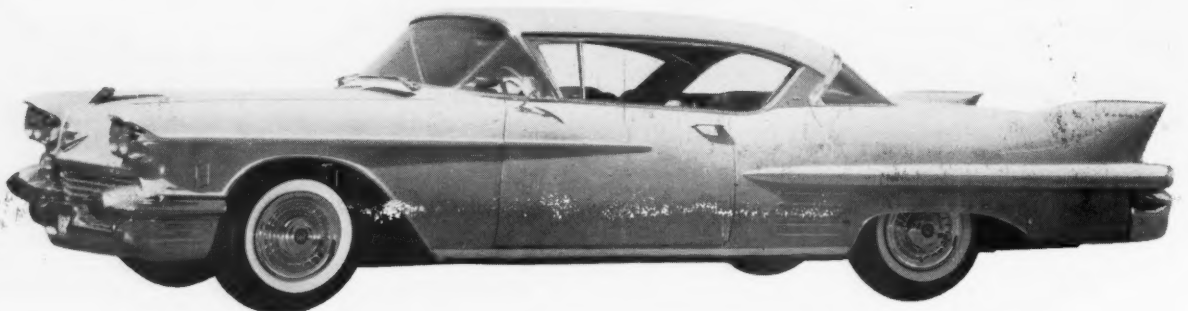
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THE SUPERIORITY OF THE

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1958 LONE STAR CADILLAC

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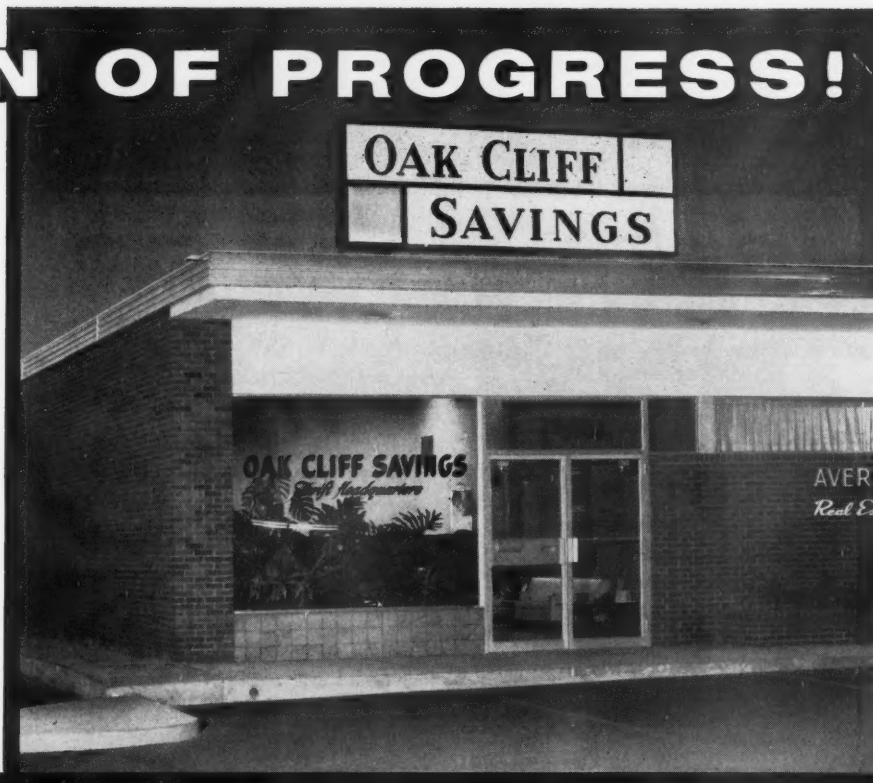
**LONE STAR** **COMPANY**

ENTIRE BLOCK 2300 ROSS AVENUE • DALLAS, TEXAS • RI 2-7222

A SIGN OF PROGRESS!

Oak Cliff Savings' Thrift Headquarters in Casa View Village is one of four offices recently opened by this rapidly expanding Dallas institution whose main office is at Bishop and Centre in Oak Cliff.

The McAx sign below identifies this office as well as the Pleasant Grove and Arlington branches.



Designed for readability, this McAx Lifetime Porcelain Enamel display employs porcelain enamel letters silhouetted on an illuminated face of brilliant white corrugated plastic. Red and yellow squares of the same translucent plastic are the only decorative notes.

McaX signs of contemporary design are readily adaptable to all types of building construction and code requirements . . . a good point to remember when *you* plan a building or expansion program.



McMATH-AXILROD CORPORATION
628 Third Avenue • Dallas 10, Texas
ENGINEERS • DESIGNERS • MANUFACTURERS

Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1878 National Bank
of Commerce
Banking

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



A lonesome gelding surveys the vacuum in late morning traffic at the corner of Commerce and Ervay on a leisurely Dallas day in 1895. Today, the busy towers of the Mercantile Bank Building dominate this spot. In 1900, Colonel E. H. R. Green ushered in the motor era when he drove the first automobile into Dallas. Later he erected a mansion a few blocks up the street on the site of the new City Hall. As late as 1902, Colonel Green made his home at the corner of Elm and Griffin. That same year T. M. Cullum and W. A. Boren set up a small two-man business in part of a three-story building that was Colonel Green's private domain. The young firm grew and a few years later purchased the building. A few years later Mr. Boren sold his interest, but the name of Cullum & Boren has remain unchanged through the years. Soon after it moved to its present location at 1509 Elm the firm entered into manufacturing. Today its Red Fox Athletic Equipment and Uniforms are standard throughout the Southwest. Now in its fifty-fifth year, Cullum & Boren is recognized nationally and throughout the Southwest in the field of toys, sporting goods and athletic equipment.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

CONTENTS THIS MONTH

ON THE COVER: A Merry Christmas wish in the reproduction of an original oil painting of the Madonna and Child by the Dallas artist, Ronald Anderson. Mr. Anderson, who is 30 years old, studied art in Chicago at the American Academy and is now associated with Bud Biggs where he serves as artist and illustrator.

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Advertising Manager

KATHERINE GAINES
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MARY JOAN HARVEY
Editorial Assistant

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Advertising Assistant

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Dallas

DECEMBER

1957

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NUMBER 12

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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*"Why don't you give the First in Dallas
an opportunity to say yes?"*



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DALE MILLER'S

WASHINGTON

REPORT

The President's Dilemma



The autumn season in Washington is generally a placid time. When Congress is not in session, much of the political color and flamboyance of the community disappears, the tumults and the tensions subside, the broad streets and impressive memorials are given over to conventions and tourists, to high school bands in chartered buses and to earnest sightseers with busy cameras, and an aura of comparative serenity settles over the city.

Such is the pattern of existence to which Washington has become accustomed in the fall. But this year the tranquility of the town was shattered by a succession of epochal and disturbing events. In consecutive months its sabbatical from political ordeals was rudely interrupted by the integration crisis at Little Rock, by the Russian sputniks hurtling in their orbits above the earth, and by the latest affliction of the President. Any one of these portentous occurrences would have been enough to excite this sensitive political capital, but suffered together in successive months they have made the autumn of 1957 a period of agitation and foreboding that will long be vividly remembered.

The concern over the President's health is deep and meaningful here in Washington. It has been the topic on every tongue for several weeks now, and it is significant, too, that the talk has been remarkably open and frank, quite different from the oblique and covert speculation that was expressed *sotto voce* during the months following his severe heart attack more than two years ago. Today the discussion is comparatively candid and impersonal, bridging the sentimentalities of affection for the President as an individual and reaching for some solution to the grave problem of his weakened leadership as a chief executive in these critical times.

It is an incontrovertible fact, in my opinion, that there is not a responsible person in public life, either Democrat or Republican, who does not fervently hope

that the President might somehow be restored to vigorous health; and this unanimity of feeling has been engendered not merely by one individual's decent concern over the well-being of another but primarily by the abiding conviction that the national interest would best be served by the employment of his full and competent leadership. So the issue of his health is much further removed from partisanship than could be reasonably expected in this politically minded city.

Although the President has exhibited some gratifying recuperative powers after each of his afflictions, the very recurrence of such attacks has led many political leaders and impartial observers to the reluctant conviction that some solution to this serious problem of an enervated leadership in the highest office of the land must be forthrightly sought. For many months it has been evident that the Eisenhower Administration has often meandered in aimlessness and irresolution, and the psychological effects of its indecisiveness have been deleterious to efficient government at home and to American prestige abroad. It has generated an uncomfortable awareness that there is no focal point of true authority, no center of real responsibility, no solid core of indivisible leadership. To what extent this situation may actually exist, and to what extent it may be chimerical or exaggerated, is a moot question, since the psychological effects of the mounting apprehensions are damaging in any case.

There are evidently four courses open to the President. He can continue in the future as he has in the past, motivated by some inner confidence that he can discharge his duties sufficiently to justify remaining in office. He can resign his position, in which event Mr. Nixon would accede to the Presidency. He can openly delegate actual and plenary authority to his Vice President, making him his deputy and *alter ego*, and thus consolidating ex-

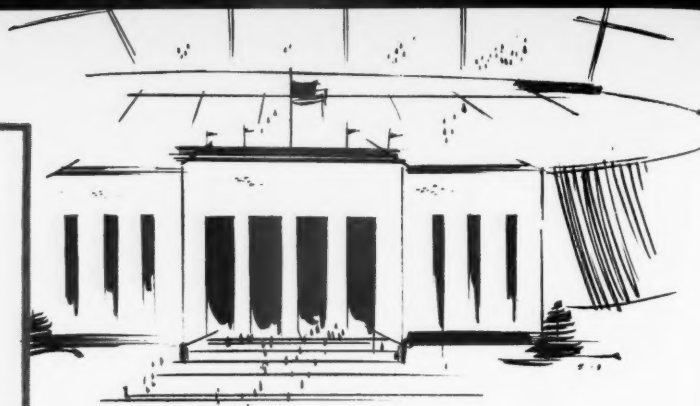
ecutive leadership in a single individual, at least to the extent compatible with the operation of our political system. Or he can create a form of regency, allocating to a small hierarchy of government officials full responsibility in certain specified fields, subject only to the coordination of some all-powerful deputy such as Mr. Adams.

The trouble with these various alternatives, in the opinion of most competent political observers here, is that none of them is either attractive in theory or entirely workable in practice. The idea of a regency, for instance, is utterly impractical, not only because it is repugnant to the American form of government but because major governmental problems so inter-relate and impinge upon each other that divided authority with respect to them would produce consummate confusion. The anointing of Mr. Nixon as a sort of assistant President at some times and substitute President at others would pose fewer problems than a regency, but even so such a tandem arrangement would likely prove untenable, since there can be

Hour of decision: Can Eisenhower's health withstand the rigors of this critical time?

only one chief executive in the nation. Mr. Eisenhower's outright resignation would be a simplification of the problem, to be sure, but it would nonetheless be widely deplored, particularly since his potential successor has not yet achieved, at least in the opinion of many responsible leaders, the full measure of maturity and judgment that should characterize the incumbent of that vitally important office.

The problem confronting the President is a dilemma of major proportions, and only he can attempt to resolve it. It can be fully expected that any decision he makes will be true to his own deep convictions as to what is best for the country, for his patriotism and humility are of course indisputable. The inexorable juggernaut of time, and the remorseless burdens of the most exacting office in public life, have brought him to this precipice; and not only the United States but all free nations of the world share his destiny in this fateful hour.



The Cotton Bowl classic came of age this year in more ways than meets the eye. On last New Year's Day the Cotton Bowl game was 21 years old. On January 1, 1937, Dallas oilman J. Curtis Sanford promoted the first of the annual classics, when he matched Marquette University against TCU and Sammy Baugh.

The past 21 years have been a time of growth and success for the Cotton Bowl and it has seen some historic football played by gridiron greats like Baugh, Layne, Kimbrough, Aldrich, McFadin, Rote and Walker.

Twice the bowl has been enlarged so that today it will seat 75,504 fans compared to the 45,507 who packed the stands for that first game in 1937.

Cotton Bowl

esti



This year, opponents, Rice and Navy, promised to carry on the great traditions of Cotton Bowl football, and without a doubt the Middies' presence will make the game one of the most colorful in the bowl's history.

But the game New Year's Day will not stand alone as it has in many years past. This year, through the efforts of the Cotton Bowl Council and the Cotton Bowl Athletic Association, a week-long festival will provide the proper prologue to the Cotton Bowl Game.

And the Cotton Bowl Festival promises to be as festive as its name implies, offering a tempting assortment of athletic events and social activities.

Among the activities will be a bigtime stage show, carnival attractions, parade, New Year's Eve ball and other activities for the public.

On the sports side there are scheduled tennis and bowling tournaments, a peewee football game and professional, college and high school basketball games.

The Cotton Bowl Revue in the State Music Hall Dec. 27-31 will feature singing star Georgia Gibbs, comics Joey Adams and Al Kelly and an array of top-caliber specialty acts.

The million-dollar Midway at State Fair Park will be in full

operation for a fun-filled Cotton Bowl Carnival Dec. 28-Jan. 1.

The Minneapolis Lakers will meet the St. Louis Hawks in a professional basketball game Dec. 30 at the SMU Coliseum. The Elk's college basketball tournament Dec. 26-28 at Fair Park will pit eight outstanding teams. Thirty-two teams of schoolboy cagers will compete in the 18th annual high school basketball tournament sponsored by the Dr. Pepper Company Dec. 26-30.

A free peewee football game in the Cotton Bowl Dec. 28 will match the Security Benefit Life Mustangs, North Texas Peewee Football League champs, against the undefeated Guarian Angels of Cincinnati, peewee champions of Ohio.

Regional and national bowling stars will take part in the fifth annual Cotton Bowl Singles Classic at the Hap Morse Bowling Alleys Dec. 14-Jan. 1. The first annual Cotton Bowl junior indoor tennis championships will be unreeled Dec. 28-31 at Fair Park.

New Year's Eve will be a busy and exciting time in Dallas.

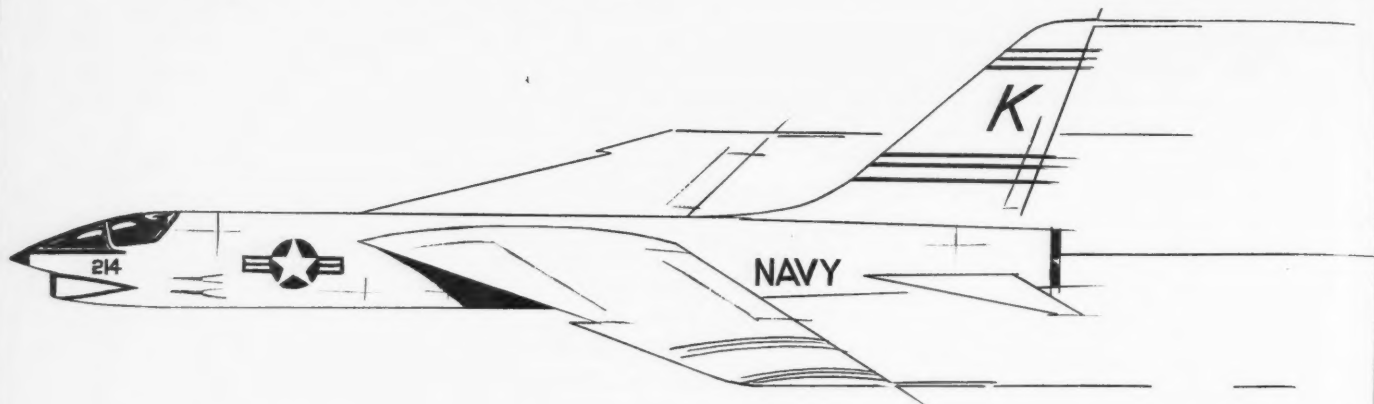
A colorful parade through downtown Dallas at 11 a.m. will include bands, floats, the Rice and Navy football teams, the Cotton Bowl Queen and her princesses. There will also be a Neiman-Marcus Style Show for the ladies and the annual Texas Sports Hall of Fame luncheon.

That night, the glittering Cotton Bowl Spectacular in the new Dallas Memorial Auditorium will present Ray Anthony and his famous orchestra playing for a festive New Year's Eve dance.

And at 2:30 p.m. on New Year's Day, the climax will come when the Southwest Conference champions, Rice, will tangle with Navy, champions of the East, in the gridiron classic in the Cotton Bowl.



Collier Trophy Crowns Supersonic



For the third time this year Chance Vought's supersonic F8U Crusader has drawn the eyes of the aviation world to Dallas' great aircraft manufacturing industry.

The coveted Collier Trophy, sponsored jointly by the National Aeronautic Association and *Look* magazine, was presented to Chance Vought and the U. S. Navy for the "conception, design and development of the first operational carrier-based fighter capable of speeds exceeding 1,000 miles per hour."

The much-decorated Crusader (it already has been awarded the Thompson Trophy, set a world speed record and made the first supersonic transcontinental flight) received its newest honor December 17 at the annual Wright Brothers memorial dinner in Washington, D. C.

Instituted in 1911, the Collier Trophy is awarded annually for the "greatest achievement in aviation in America, the value of which has been demonstrated by actual use during the preceding year."

It is recognized as the greatest, most prized of all aeronautical honors to be accorded in the United States, if not in the world.

In announcing the award *Look's* aviation writer, James J. Haggerty, Jr. told of how Chance Vought's engineers solved the knotty problem of building an aircraft to fly at speeds in excess of 1,000 m.p.h. but still able to land on less than 300 feet of aircraft carrier flight deck.

Such aircraft usually require up to 10,000 feet of runway, but the Navy had no plans to construct any supercarriers 10,000 feet long.

However thanks to Vought's engineering skill the problem was solved with a special movable wing which can be tilted in two positions in flight. This "variable incidence" wing in effect gives the crusader two wings, one for high-speed flight and another for low-speed landings.

As Haggerty put it "the new jet fighter can fly at more than one and one-half the speed of sound and still land on a section of a carrier deck shorter than a football field."

Dallas can be particularly proud of this historic new aircraft design, since it was conceived and designed completely in Dallas.

The Crusader is the first Vought aircraft conceived, designed and produced entirely in Dallas, all preceding Vought models were brought to Dallas in some stage of planning or production when the firm moved here from Connecticut in 1948.

As can be easily understood, the conception and development of such an aircraft was the result of unbelievable teamwork within the Vought organization.

This winning team begins at the top of the organization with president Fred O. Detweiler and chairman of the board Charles J. McCarthy.

Detweiler came to Dallas with Vought as general manager of what was then the

Chance Vought division of United Aircraft. When Chance Vought became a separate corporation, he became its president.

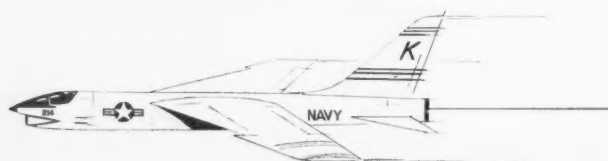
McCarthy, aviation industry designer, engineer and executive since World War I, has served as chairman of the board of directors of Chance Vought Aircraft since July 1, 1954.

A key man on the Crusader team was Ray Blaylock, vice president of engineering, who joined Vought in November of 1949 as chief of design in the engineering department. He became assistant chief engineer in 1950, chief engineer in 1954 and was named vice president of engineering in June of 1955.

The balance of the team was composed of John Russell Clark, chief engineer — aircraft projects; Lyman C. Josephs III, assistant chief engineer — aircraft projects and project engineer for the F8U-1; John Konrad, chief experimental test pilot, who made the first flight in XF8U-1 in March of 1955, smashing the sound barrier with ease; Conrad A. Lau, formerly aerodynamics project engineer and Sol Love, now chief project engineer for the Crusader.

The Crusader is a slim uncluttered airplane and one of which Chance Vought and Dallas can be justly proud for it was produced by skilled Dallas labor, which before 1941, and the arrival of North American, didn't know a fuselage from an elevator.

It is of course true that when Vought moved to Dallas from Stratford, Connecticut, in 1948 the company brought with it a cadre of 1,300 key personnel, but it is also true that only a portion of that number are still with the firm, and the balance



Success Story

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, 1957

of Chance Vought's approximately 1,700 workers are Dallas recruited.

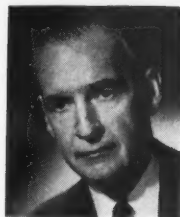
The Crusader itself will soon go to sea for the first time with the fleet on both oceans. Fighter Squadron 32 of Cecil Field, Florida, will be the first unit to take the Crusader to sea when it goes aboard the USS Saratoga in the Atlantic shortly after the first of the year.

Chance Vought beyond a doubt has the "hottest" naval fighter in history in the F8U, but it realizes that even the Crusader will one day become obsolete... even one-and-one-half times the speed of sound will not be fast enough.

With this in mind, Vought engineering skill has been turned to the design and development of a new Navy fighter, one which will be capable of intercepting enemy bombers under any weather conditions at more than twice the speed of sound.

Flight testing of this new fighter is scheduled for next summer, and deliveries to the fleet will begin by 1960.

DALLAS • DECEMBER, 1957



C. J. MCCARTHY



F. O. DETWEILER



RAY BLAYLOCK



J. R. CLARK



LYMAN JOSEPH



JOHN KONRAD

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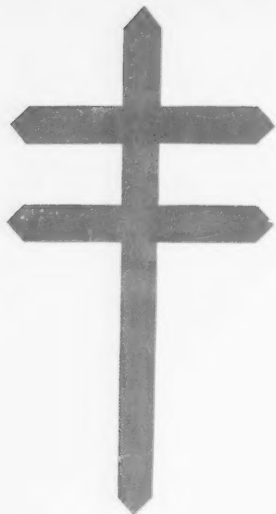
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Dallas



The Seventy-Five

TB X-Rays for Employees

by Max Clampitt

**President, Clampitt Paper Company and
Maxwell Paper Products Company**

TOO many people believe that tuberculosis is almost a thing of the past, that the disease is on its last legs as a threat to health.

I should know about such a belief because I was one of those who thought that TB had been virtually eliminated.

That was three months ago. Today, I know that tuberculosis may be on the run, but the disease is far from being wiped out.

Today, I know that TB is the most deadly of all infectious diseases, that its victims far outnumber all the others combined.

Today, I know that TB stands to strike more frequently in areas of lower income, but that it actually knows no barriers of economic level, area or race.

But let's go back a moment to three months ago. I expressed my beliefs about tuberculosis when I was visited by Charles E. Watson, president of the Dallas Tuberculosis Association, and a group from the TB Association who asked me to become chairman of this year's Christmas Seal sale.

Feeling as I did about tuberculosis, I first turned my visitors down and I was asked why.

I told them how I felt about the threat of tuberculosis and I also made some

comments about agencies which seek to perpetuate themselves after the cause which created them had ceased to exist.

My visitors came well prepared for such an attitude. They had the facts and figures which completely refuted my stand. They were convinced — and their convictions are on solid ground — that tuberculosis is perhaps the No. 1 public health enemy. And when our conversation was over, I not only shared their convictions, but I was almost anxious to get on with the Christmas Seal campaign.

Tuberculosis is a most insidious disease. It makes its first attacks when its victims are least expecting infection. And the infection spreads and spreads until it takes firm hold on its victims even though there may be no apparent symptoms of TB.

Medical science has made remarkable progress in the care and treatment of tuberculosis patients. The death rate has gone down and down over the years, yet the number of cases has shown little improvement. In fact, the records show that last year's 2,621 known cases in Dallas County were about 200 more than were known the year before.

When we know that tuberculosis, discovered early enough so that proper treatment and care can be given, can be cured, the real problem with TB boils down to this: Find the unknown or unidentified cases of tuberculosis.

Tuberculosis, the dread killer, could be wiped out if every case could be found and treated. Let me point out here that the 54 deaths from TB in Dallas County were considerably more than all the other infectious diseases combined yet our people seem to be more aware of some of these than other health threats.

I would not for one moment try to tell anyone that these other health campaigns are not important, but consider this thought: Most of these other diseases affect the health of only one person while so long as there is a single case of tuberculosis undiscovered, and consequently untreated, the health of all is at stake.

iveCent Investment

We seem to have forgotten the biggest danger from TB, that one case can contaminate our family, our friends, our associates even though the carrier may not be aware that he or she is spreading infection.

Any of these factors point to the importance of the Christmas Seal mobile X-ray unit which the TB Association maintains on constant duty in all sections of the county. Of course, the unit concentrates on those areas where surveys have indicated more active cases will be found, but the unit is available at no cost to every person 15 years of age and over.

And this does not mean to discount the other activities of the TB Association which round out a well-established health program, such as health education, support of medical research seeking better drugs and improved treatment for tuberculosis and service to the patients and their families.

The TB Association goes to the public once a year to seek funds for the support of this important health program. And this appeal for funds is probably the most voluntary and lowest pressure health campaign conducted.

There is no direct solicitation of anyone. The entire campaign is conducted by mail. For me, that is one of the strong points of the appeal — not only is the cause worthy of support, but no one is asked to donate time in calling on prospects and givers are not visited in their homes or offices by campaign workers. All the giver has to do is answer a letter.

There is one aspect of support of the TB Association's activities which I believe should be called to the attention of business and industrial executives. Many firms are aware of the value of having the mobile unit make X-rays of their employees, but too few of these firms make a contribution to the Christmas Seal campaign which would at least partially offset the cost of this service.

There is no compulsion that a firm make a gift to the campaign. The service would be cheerfully provided anyway. But when one considers that business firms pay for such things as hospitalization, polio vaccine and flu vaccine for their employees, wouldn't it be logical to assume that a firm would want to pay for having its employees X-rayed to see if any workers had become victims of tuberculosis?

Each chest X-ray made by the Christmas Seal mobile unit costs 75 cents. If business and industrial firms would accept more of the share of this cost in serving their own employee, then the TB Association could do a bigger and better job of seeking out tuberculosis elsewhere.

The Dallas TB Association keeps a high percentage of its gifts here to serve Dallas County, 82 per cent to be exact. The other 18 per cent goes to the state and national associations and Dallas County benefits, not so indirectly, from this share of the Christmas Seal Dollar also. Since the tubercle bacilli cannot recognize a county boundary line, it is Dallas County's gain to help support TB control and prevention — for instance, as in national medical research — all along the line.

Help Fight TB



Buy Christmas Seals

HIS MAJESTY Mohamed V, King of Morocco, arrived November 29 at the new 8-million dollar Love Field Terminal. Behind him are his son, Prince Moulay Abdallah; Commandant Mohammed Oufkir, Aide-de-Camp to the king; and H. E. Dr. El-Mehdi Ben Aboud, Ambassador of Morocco to the U. S.



Dallas Greets a New Friend, King Mohamed V of Morocco



A TOAST to the President of the United States was raised during the public dinner at Humphrey Lee Student Center at Southern Methodist University. Among those at the head table were: L. to R., Governor Price Daniel, W. W. Overton Jr., His Majesty Mohamed V, the Honorable Abderrahman Naggai, Chief of the Royal Cabinet of Morocco; and Mayor R. L. Thornton.

Dallas was treated to a regal compliment last month when a king eked precious hours out of his official U. S. visit for an extra look at the city — simply because he liked it here.

Within 24 hours, his Majesty Mohamed V, King of Morocco, captured both the hearts and imagination of the city with warm, human gestures which ranged from receiving a small girl's kiss to giving Dallas' children handmade Moroccan dolls.

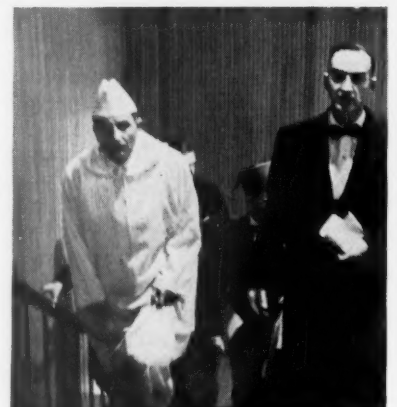
At noon on November 29, over 200 men, women and children scurried through low temperatures and sharp gusts of wind to the new Love Field Terminal for a glimpse of Dallas' first king... an effort rewarded by the striking figure of an Eastern monarch in flowing, soft grey djellaba and pointed Moroccan shoes.

As the Military Air Transport Convair Constellation taxied up to Gate 12, an Army band struck up a musical salute which wafted the king and his entourage out of the plane and onto their first piece of Texas soil.

Appropriately enough, first handshakes were exchanged with Governor Price Daniel, Mayor R. L. Thornton, and W. W. Overton, chairman of the board of the Dallas Council on World Affairs.

On the itinerary for the king were tours of the General Motors' Buick-Oldsmobile-Pontiac Assembly Plant in Arlington and of Neiman-Marcus.

A banquet, sponsored by the City of Dallas, Council on World Affairs and its Women's Group, was held in Humphrey Lee Student Center at Southern Methodist



DRESSED in a crisp white djellaba, King Mohamed V enters Humphrey Lee Student Center with Clement E. Conger, assistant Chief of Protocol, U. S. Department of State.

University. Later, the king addressed a meeting of the Dallas News Travel Club in McFarlin Auditorium.

Dressed in a white robe, the Moroccan monarch spoke, in Arabic, on the values of travel for all peoples of the world.

"It would be an immense pleasure for us," he said, "if our journey should result in an increase in the exchange of visits between citizens of your country and mine, so that we may both come to know and appreciate each other better. . . Travel enables you to discover lands, to see new horizons, but most important, travels bring peoples and nations closer to each other. This is the main reason for our journey to your country."

Barely pausing for breath between his melodious Arabic phrases, King Mohamed V concluded: "Peoples are alike everywhere; they strive for justice, freedom and equality."



IN A PURR of Arabic, King Mohamed V told the Dallas News Travel Club: "Peoples are alike everywhere."



AT NEIMAN-MARCUS, the king and his entourage compared the zenith in Western styles with the latest in flowing fashions at home. Present were: seated, front row, L to R: H. E. M'hamed Douiri, Minister of Public Works; Edouard Marcus, King Mohamed V, Wiley T. Buchanan Jr., Chief of Protocol to the United States; Prince Moulay Abdallah, and Mrs. Buchanan.



AT THE ARLINGTON General Motors Plant, the King of Morocco took an active interest in the job of an assembly line worker. Host for the tour of the plant was J. L. Conlon (center), General Manager of the Buick-Oldsmobile-Pontiac Assembly Division.

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Industrial Psychology

... A New Science for Management

**Interviews with Major Dallas
Companies on How Psycho-
logical Insight Has Helped
Solve Employee Relations
Problems**

by Yvonne Gerald

Several years ago a large industry in the Southwest was planning to merge with a competitor. When complete, this merger would have resulted in discharges, shifts within personnel, salary cuts, and a relocation of the remaining force in another town.

The company told its department heads that the merger was being considered, but didn't keep them informed on its progress. False rumors of bankruptcy and a wholesale discharge of the entire working force began to run through the industry. Many

of the younger employees, for whom job-changing was easy, quit before the axe fell, and the morale of those who did stay dropped to a new low. The workers became irritable, nervous about their jobs and salaries, and did their work badly. This led to incalculable cost to the industry in high employee turnover, impaired potential, and time spent in training new employees — and, ironically enough, the whole idea of the merger in the first place had been to save the company money.

This incident is a good example of bad

industrial psychology. It happened before anyone thought of formally applying psychology to industry, and it possibly would not have happened at all if the industry had had a good industrial psychologist on its staff, who could have worked out some day-by-day encouraging and communicative program with the department heads of the company, which would have kept exaggerated reports to a minimum, and prevented the employee unrest and panic which they created.

What is industrial psychology? As one

Dallas professor defined it, academically: it is psychology practiced within the framework of a single industrial organization for the improvement of the human elements and, consequently, the operation of the organization.

The term *industrial psychology* is flexible, and can be made to include all branches of industry that might be said to depend more on personality than on technology or some other science. Personnel education is one branch. Management consultation is another. Human engineering and vocational engineering are a third and a fourth, although many industrialists claim that these fall within the realm of engineering rather than psychology.

The present emphasis in Dallas industry, according to one independent consultant, is on personnel education and management consultation.

Most management consultation in Dallas is being conducted on a free-lance basis, the consultants working from within their own companies, on assignment. As one local consultant pointed out, this set-up has two advantages over a staff consultant set-up: it enables the consultant to start out with an objective, unbiased view of the problem within the industry; and it enables him to confer with necessary employees, from janitors to executives, without either party feeling — and possibly resenting the fact — that he is above or below their own industrial level.

In scope, management consultation includes everything from market research to the institution of improved check and application forms, if needed. Dallas firms have recently called in consultants for such diverse aids as checks on customer-staff relations, evaluations of executive potential, and employee opinion surveys.

One large Dallas oil company, with over 2100 employees in the immediate Dallas area, found, with the aid of a New York consultant survey, that only about 54% of its personnel felt free to discuss problems with department supervisors. As a result of this survey, the company instituted a formal training program for its supervisors which gave them a clear picture of their responsibilities, taught them how to take care of these responsibilities, and boosted general employee morale 100%.

This company found that the advantages of a good consultant's services lie in a full realization of the potential of everything the industry has — personnel, ideas, capital, and experience.

But a good consultant's services come high, because he, like a doctor, invests

thousands of his own dollars in education before beginning his career. Top-notch consultants are M.A.'s and Ph.D.'s in their fields — degrees which represent investments of eight to ten or more years of work and money. Consequently, they get anywhere from \$50 to \$200 a day for their services — a sum that might prove out of the range of a small office or company with a working income too small to absorb such an outlay for any length of time.

This proved to be the case when one Dallas team of two professional men called in an independent consultant to explore the causes of an inexplicably high overhead. The consultant counseled the office staff completely, from the partners themselves down to the receptionist. The renovation tightened and integrated the office generally, but so far the operation has not paid off because the overall income has not caught up with the overall expenditure.

On the other hand, consultants have achieved unbelievably profitable results in larger companies. The services of one consultant netted his client — a large candy company which was losing money — almost one million dollars the year after his suggestions were put into practice.

Independent consultants are sometimes called in to help with problems of screening and educating personnel, but nearly every industry, large or small, has within its own organization a department or individual who cares for these problems.

Nevertheless, according to the manager of the personnel department of one Dallas industry dealing in technical services, the Southwest is not formally personnel-minded. He remarked that personnel set-ups in this locality are not as ideal, generally speaking, as they could be, and pointed out that often the personnel supervisor must report to an executive in a department as far removed from personnel as, say, finance. This leaves personnel problems which require executive decision up to someone whose interests and responsibilities are not primarily in personnel, and who often must push these problems into the background until he can take the time to deal with them.

The ideal personnel set-ups in Dallas, he feels, are exemplified in two diverse industries — one a rapidly growing engineering plant which has a vice-president in charge of personnel, giving the entire personnel staff a direct executive contact; and the second, a top-notch retail store which has a personnel chief who reports directly to the store president.

Outside of personnel organization, the biggest problem to industry appears to be that of personnel education. The disadvantage of having no formal program at all for personnel education lies in two main points, as pointed out by a local training coordinator.

1. The company does not realize the full potential of every employee, because the hiring, discharging, and promotion are done by untrained department heads who do not realize their responsibilities fully, and are apt to be guilty of favoritism and prejudice.

2. In the normal course of executive turnover, there is an almost complete rotation every ten years. This creates a chain reaction of promotion to fill the vacancies, and if there are no employees trained within the company to fill them, much valuable time is lost in the education of new material.

To fill this particular gap with a staff program is usually too costly and complex for the individual industry; therefore, most Dallas firms now finance a selected group of executive and management potential each year to attend training programs, such as that being inaugurated by the University of Colorado in the summer of 1958. Designated officially as an "executive training program," the class sessions will cover two weeks each summer from June 15-27th, for two summers, with a total cost for instruction, room, and board of \$1,000. Training programs such as this, with variations in cost, time, and academic scope, are available in universities from Harvard to Texas University.

A few Dallas firms offer their clerical employees industry-sponsored courses in a local business college, in shorthand, typing, etc., as an incentive for self-improvement that is an advantage not only to the firm, but to the individual also.

A Dallas bank combines employee incentive with its annual Christmas party. Sometime before the party, three men and three women from the working staff of the bank are nominated by their fellow





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employees as Mr. and Mrs. "Bank" — an honor given only to promising and representative workers. At the party, the winner receiving the most votes, on the basis of the quality of his or her work, is called up before the staff and presented with an honorary plaque and a cash bonus. Winners cannot be re-elected, giving everyone a chance at the nomination.

Most personnel supervisors prefer not to rely too much on questionnaires in screening and orienting new employees, because human nature itself is too variable, and a questionnaire that will give a good picture of the potential of one employee will give just as false a picture of the potential of a second.

"But questionnaires and tests," said the head of one local personnel department, "are valuable in their own way, because they do bring you out of the nowhere into the somewhere." In other words, they make concrete a few factors in the otherwise abstract and totally unknown picture of a new employee—factors which the personnel manager can grasp, study, and use as a foundation for further knowledge of an employee who may some day be executive material for the industry he is entering.

It is this knowledge of the "somewhere" and the "nowhere" that makes a personnel manager good or bad in his field. He must not only recognize potential employee material when he gets it, but after it is got, as the saying goes, he must know how much latitude to give each individual employee, to realize that potential.

An example of this occurred last year in a local bank when the operations manager began to receive complaints regarding the clerical and accounting work of a certain employee. Near Christmas the manager spied this employee going out the bank door with her arms full of Christmas presents. On inquiring of her supervisor where she got so many presents, he was told they were given to her by the customers she had waited on that day. That decided it for the manager. "Let her paper work be a little under par," he said. "She more than makes up for it in good customer relations."

The touchiest aspect of personnel problems in most Dallas industries seems to be that of "counselling" or directing the employee. The stigma attached to this exists possibly because in personal counselling the psychology of the individual is most nearly approached, where temperaments and even neuroses come into play, and make this facet the biggest headache in the personnel field.

Headache or not, it is also an extremely important facet. As the training coordi-

nator of one petroleum company said, "After all, all business comes down to personalities. Even if technology becomes 95% of all industry, you still have to have someone to turn the machines off and on, and whether he does it at the right time is still going to depend on whether his coffee was cold at breakfast, or whether he has a cold in the head, and is in a bad mood."

One retail store in Dallas, recognizing the importance of good employee mood, recently spent \$375 to repair a sidewalk near its offices, which flooded with each rain. Why? The store's employees walked through the water, soaked their shoes, and, after arriving at work, proceeded to take their annoyance out on each other and the customers for the rest of the day. The repaired sidewalk represented an investment both in good employee morale and in good customer relations.

When it is necessary to get direct action in regard to an employee grievance, one Dallas personnel chief prefers the suggestion and common ground method — that is, using "we" instead of "you and I," and asking the employee involved for his suggestions rather than telling him what to do.

"After all," as this official pointed out, "the only person who is going to change anybody's personality is the person himself. And he is not going to change until he realizes some of his own faults, and he is not going to realize any of his faults unless he thinks it was his idea in the first place — so you might as well say, Sam, we seem to have a problem with your safety record. What do you think we should do about it? Instead of, Sam, your safety record is terrible. Go do something about it or else."

Most men who handle problems such as this agree that the best education for such work, in terms of practice rather than theory, is a balanced combination of three things: some type of formal training; analyzed experience in the field — that is, experience consciously observed as experience; and a heaven-sent sixth sense that enables a man to "play it by ear" when he has to. Nobody can give any man this last talent. But the first two elements sharpen it, if he has it to begin with.

And what about the future of industrial psychology in Dallas? One local psychologist believes it will expand rapidly, and for a very good reason. In the coming years, management will find it necessary to establish increasingly good relations with its employees.

So it seems that the intangible, but vital element called *psychology* in industry is here to stay.

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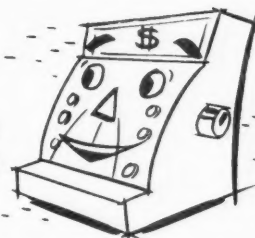
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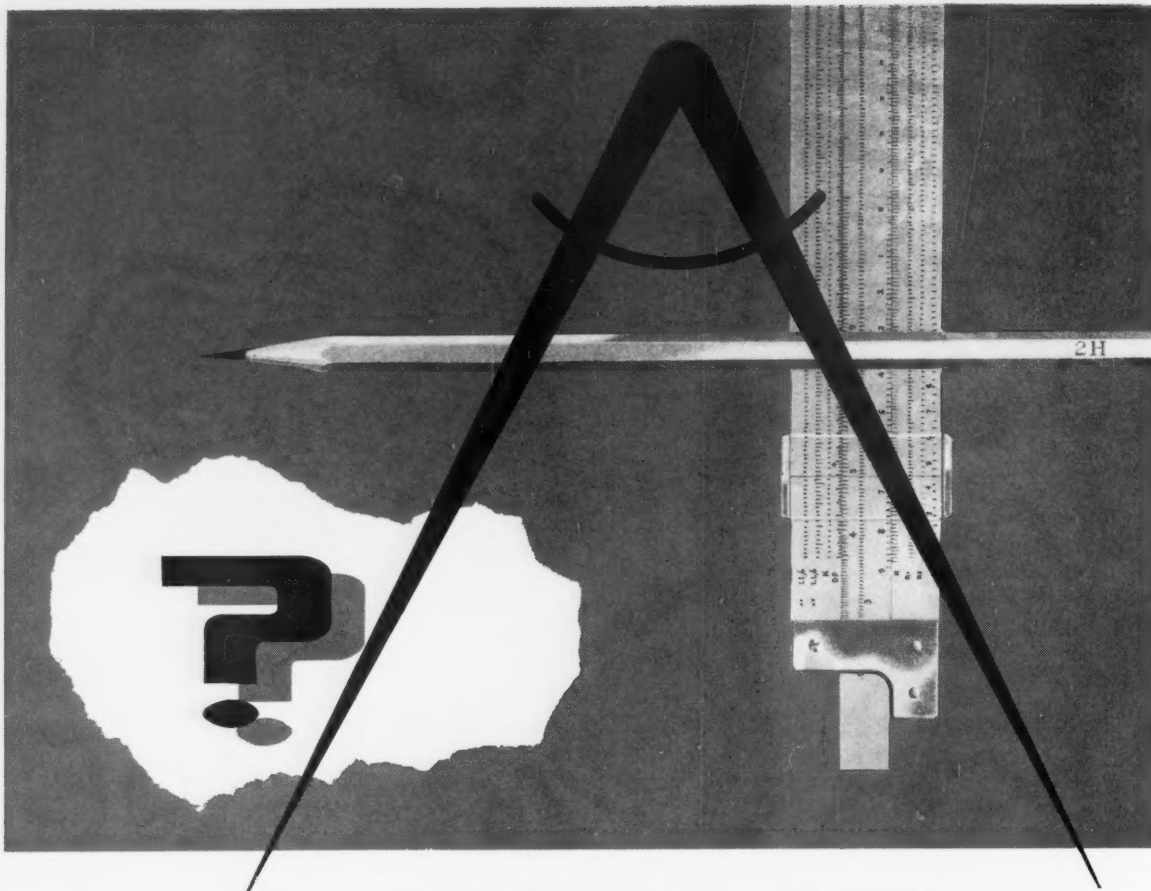
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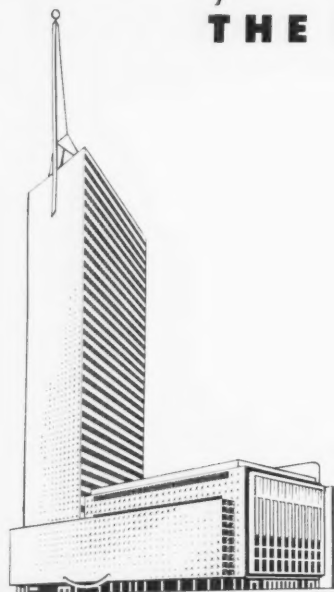
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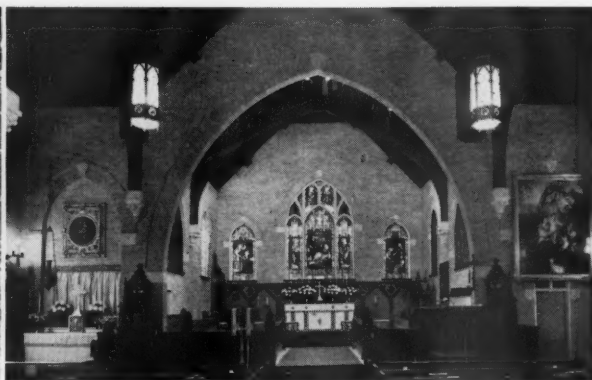
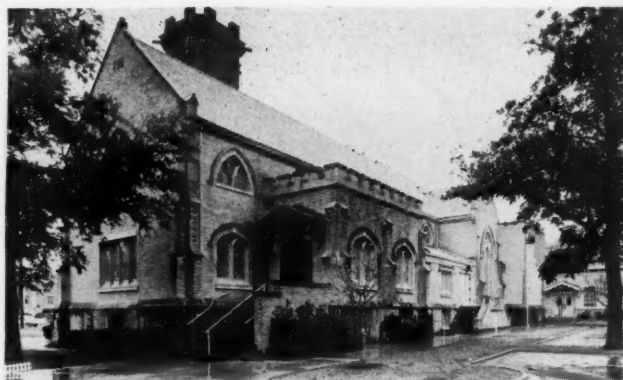
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RELIGION



ST. MATTHEW'S CATHEDRAL has just completed its observance of 100 years in the city of Dallas. In the hundred years since its founding, the Parish's congregation has grown from six to over 1,200 communicants. The present site of the Cathedral, left, at Ross and Garrett was formerly St. Mary's College for Girls. During 1957 the main sanctuary, right, was refurbished, the grounds improved, and memorial rooms in the Activities Building dedicated.

St. Matthew's Cathedral Observes Centennial

One of Dallas' oldest congregations, St. Matthew's Cathedral, has just completed its centennial year in the city.

St. Matthew's, mother Parish and oldest Episcopal church in the Diocese of Dallas, was founded in the summer of 1856 by the Rev. George Rottenstein, who, at the time of his arrival, was the only resident clergyman in the town of 500 people.

The church was formally organized in May 1857, at the annual convention of the Diocese of Texas. First services were held in various halls in the central part of town, and the first church was built in 1869 at the corner of Elm and Lamar, opposite the present Sanger's.

In 1875, St. Matthew's was chosen as Cathedral by the Rev. Alexander Charles

Garrett, first Missionary Bishop of North Texas. By 1876, the congregation had outgrown their original building, and moved to a new brick church on the corner of Commerce and Field streets.

In 1894, the stone Cathedral, familiar to many old Dallasites as the home of St. Matthew's, was completed at Ervay and Canton. The last move was made in 1929, when the congregation took over St. Mary's College for Girls at Ross and Garrett as the present Cathedral site.

In the 100 years since the organization of St. Matthew's Parish, the congregation has grown from six to over 2,100 communicants. Where there were only four Episcopal churches in the city 16 years

ago, there are 27 Episcopal churches and missions in Dallas today.

The present Bishop of the Diocese of Dallas, which comprises almost a quarter of the state, is the Right Reverend C. Avery Mason, whose chair stands in St. Matthew's Cathedral. Dean of the Cathedral and Rector of St. Matthew's Parish is the Very Rev. Gerald G. Moore.

Centennial observances began this year on St. Matthew's Day, September 22. The opening sermon was delivered by the Very Rev. Gray M. Blandy, Dean of the Seminary of the Southwest at Austin. The service included special prayers of commemoration and the rededication of the newly refurbished church building. Speaker for the Centennial banquet was Lee H. Bristol, Jr., Personnel Director of Bristol-Meyers Corporation of New York.



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Membership Committee Breaks All-Time Record

As of December 9, the Chamber's Membership Committee had sponsored 2,641 memberships toward its record breaking goal "2,700 in '57." The "Big Push" was on to make the goal by 5:00 p.m., December 11, the date of the Chamber's Annual Meeting.

To celebrate breaking the previous all-time high of 2,443 memberships set by the 1956 committee, the 1957 Membership Committee had its Annual Dinner at the D.A.C. on November 21, to honor the 1957 Life Members and the wives of all committeemen for their moral support.

The race for the three President Erik Jonsson Trophies was still very much undecided as of November 30. The standing of the first three teams was as follows: First place, Section 4 (VC Jim Layne), with 373 memberships; Section 8 (VC Ralph Breum), with 345 memberships; and Section 7 (VC Jack Wantland), with 324 memberships. The race will end on December 31.

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MANDEL HARRIS & SON, 6533 Chevy Chase; Don Harris (Staff)

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TRADITIONAL HOUSE, 6905 Preston; Donald Minsky (James C. Henderson, Jr.)

"Y" LIQUOR STORE, 2717 South Lamar; Mrs. Mildred Lambert (J. I. Jordan and James C. Henderson, Jr.)

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COMMITTEEMAN OF THE MONTH

Committeeman of the Month in less than a year on the Membership Committee is the record of Roger P. Ringler, District Sales Manager for Continental Air lines.

Roger, whose score for the month was 13 new members, credits much of his sales success to his motto and Continental's: "Be There Instead of Enroute."

Roger, a native of Orlando, Florida, moved to Dallas in June 1956. He is a graduate of Florida Naval Academy and attended the University of Denver. Before moving to Dallas, Roger was District Sales Manager for Continental in El Paso, Tulsa and Wichita.

Civic minded Roger is chairman of the Dallas Airline Military Committee and served as Co-Chairman of the Public Open House for the dedication of the New Love Field Terminal.

Roger resides at 3738 Bolivar Drive with his wife, Mary Helen; son, Mike, and daughter, Susan Carol.



ROGER P. RINGLER

DALLAS • DECEMBER, 1957

Membership

SOUTH LAMAR BUILDERS' SUPPLY, INC., 8451 South Centr. Exp.; Morgan Love and N. E. Whitlow (John Horton)

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TRINITY PRODUCE COMPANY, 925 South Harwood; Carroll Smith (J. I. Jordan and James C. Henderson, Jr.)

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A. C. SASSER CONCESSIONS, 3308 Wentwood Drive; A. C. Sasser (M. M. Brohard, Jr.)

DELTA STEEL BUILDING COMPANY, 4501 Harry Hines Blvd.; L. L. Edens (Nat Ryan)

E. & J. GALLO WINERY, 3304 Stanford; Louis Stork (George Golman)

LAWRENCE SALES COMPANY, 3801 Meadowdale; James Lawrence (John Leedom)

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SUPERIOR AIR CONDITIONING CO., 2202 Irving; R. C. Bass (N. W. Ryan)

O. L. NELMS, 911 St. Joseph (John Smith)

RUSSELL SMITH, BRIDGE CONTRACTOR, 229 Julian St.; Russell Smith (Tom Owens)

MT. AUBURN ROOFING CO., 4307 Willow; Lloyd Gray (Harry Crutcher)

JANSEN CONSTRUCTION CO., 1203 Powhattan St.; Harry E. Jansen and Jesse B. Tarpley (John Horton)

R. C. ROLAND FOUNDATION DRILLING, INC., 1549 Gillette; R. C. Roland (S. T. Trawick)

DALLAS • DECEMBER, 1957



JAMES W. LAYNE, right, receives Quadruple Life Membership from President Jonsson.



CHAMBER PRESIDENT Erik Jonsson presents M. M. Brohard, Jr., right, with his Life Membership plaque, won in only five months on the committee.



N. W. RYAN, center, congratulates Past Chamber President Jerome K. Crossman, a Triple Life Member, on being ahead in the race for "Top Hand Award for 1957." Seated at left is Mrs. Felix Harris.

NEW TOP HANDS and sponsors are: (left to right) sponsor E. E. Rominger and awardee Joe Murray, both of Rominger Advertising Agency; awardee John Leedom and sponsor M. B. Patterson, Wholesale Electronic Supply; and awardee W. R. "Bill" Conklin of Mutual of New York.





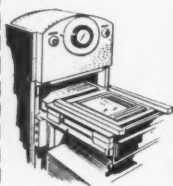
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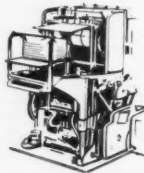
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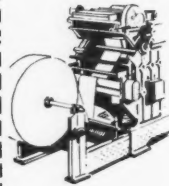
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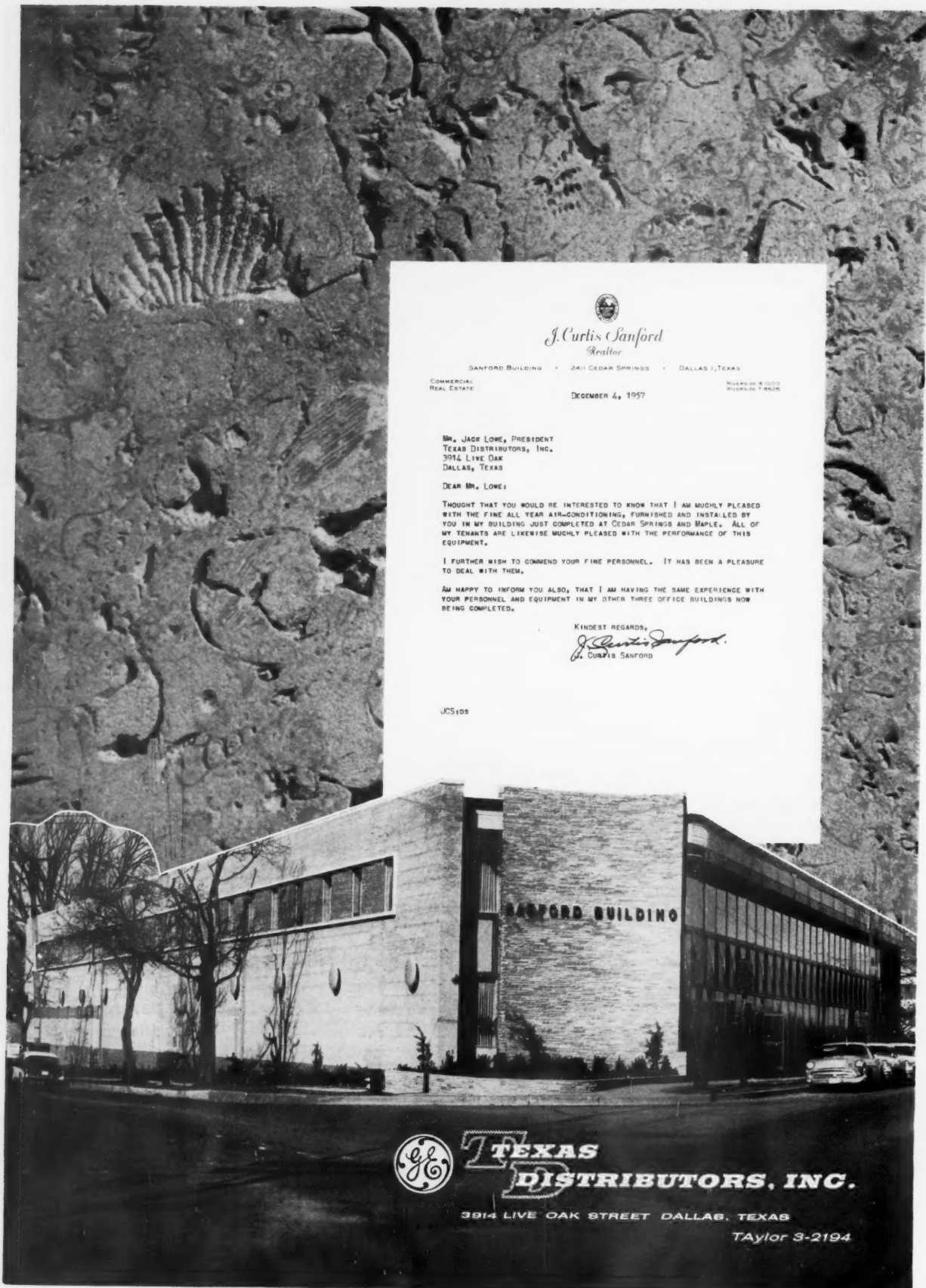
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AM HAPPY TO INFORM YOU ALSO, THAT I AM HAVING THE SAME EXPERIENCE WITH YOUR PERSONNEL AND EQUIPMENT IN MY OTHER THREE OFFICE BUILDINGS NOW BEING COMPLETED.

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Women in BUSINESS

by Jim Stephenson



Gladys Easley

Here's a word for young women about to launch careers in the exciting, rewarding world of business. Says Gladys Easley:

"You can't beat Dallas as a city of opportunity—and there's no better line than insurance agency work. Get some agency experience behind you and you'll never be without a good job."

Gladys points out, also, that Dallas is noted as an insurance center. And she had this observation about the younger generation of women in business:

"They're very bright—really learn fast."

Gladys, wife of machinist R. G. Easley and mother of two grown and married kids, has been with Ellis, Smith & Company—one of the Southwest's largest insurance and bond agencies—since 1931.

She took leaves of absence to add Linda (now 21) and Ray (now 23) to the Easley household. Linda's husband, Earl D. Bryant, and Ray, incidentally, have both just completed military obligations in the Navy and will be entering the world of business themselves before this issue of Dallas comes out. Gladys says they're both fine lads.

Gladys and R. G. live at 723 Vermont. Gladys plays the piano for the men's class at the Trinity Christian Church.

An energetic enthusiastic young Sulphur Springs High School graduate of the late 20's, Gladys promptly supplemented her public instruction at business college, then took a secretarial job—with an insurance agency in Sulphur Springs. She and R. G. were married three years later and lived in Paris (Texas, that is) for a time before coming to Dallas.

Gladys had worked for a refining company in Paris, but got back into the insurance, her first business love, immediately on her arrival in Dallas.

Gladys retains her energy and friendly enthusiasm after almost three decades of service to her family, church and the public, through Ellis, Smith.

Mrs. Easley likes her bosses, and that goes double.

Says Dallas Smith, one of the owners: "Among the company officials and employees, she is regarded as one of the best informed women in the Southwest, particularly on casualty insurance and bonds.

"Our clients rely on her and on the information she gives them as being always accurate and complete."

Mr. Smith goes so far, even, as to say that on many a long-distance call a client will request bluntly, "Let me talk with

Mrs. Easley—she knows more about our problem than you do."

Gladys is now chief clerk in charge of casualty insurance and bonds at Ellis, Smith. She describes her job as "doing the leg work" on surety bonds, both bid and final bonds, for contractors—as well as workmen's compensation, public liability and property damage, automobile liability and property damage and other lines allied with casualty insurance. (A surety bond guarantees that contractor will complete a job.)

Says Clyde Constant, president of Ben Sira and Company, with whom Gladys has worked, through Ellis, Smith for 18 years:

"She's one of the best I've ever known to look after the contractor's affairs. She understands his difficulties and problems and handles them very efficiently."

And that, perhaps, is because, as Gladys says, "I make a lot of contacts—and a lot of friends—on my job. It's a fascinating business." She adds this word of advice to the bright young women seeking careers:

"First of all—be conscientious. If you're paid to do a job, do it. And keep learning."

Dallas world trade NEWS

Dallas, Through Aviation, Merits Consul Status

Consular representation in a given city is to some extent an index of the position of such city in international trade. Ordinarily, one thinks of Consulates being located in port cities. In the past, the port city was thought of as one being on navigable water. In more recent years, since the airplane has become an important carrier in international trade, many cities not located on navigable streams are considered as port cities. One of such cities is Dallas, Texas.

Trade with other regions of the world has become an increasingly vital element in the economy of this city. The machinery of this essential commerce is complicated by numerous restrictions, license requirements, quotas and other measures adopted by the individual countries. It is necessary to have Consuls available to bring about smooth functioning of the movement of goods.

Since the regulations affecting both trade and travel are the particular province of the Consular service of the nations involved, reliable information as to entrance requirements, consignment of goods, details of transshipment, and in many instances suggestions as to consumer needs and preferences may be obtained through Consular offices throughout the country.

Among the requirements falling on a Consular official are the promotion of trade and economic relations of the country he represents with the country

to which he is accredited. He is required to protect the welfare of the citizens of his nation within the jurisdiction of his office. He is expected to interpret the way of life of his country to the people in the country where he is serving. These Consular officials are often the principal source of information that their government needs to assess conditions in the respective Consular jurisdictions. The formulation of the policy of the Consul's country depends to a great extent upon the accuracy, penetration and objective of their reports to their respective governments.

The work of these Consular officials, whether they be serving as Consul General, Consul, Vice Consul or other designations, requires intimate knowledge of the political institutions, customs and cultural patterns of the people in the country where he may be assigned. Such people may work, think and live in ways quite different from that in their respective countries. The Consul cannot arrive at an understanding of these complex matters overnight, but must assiduously apply himself in order that he may the better serve his own country. This knowledge is achieved not alone through specialized training, but also through experience, study, social contact and perceptive observation, as the conduct of foreign affairs is a serious, urgent and arduous business.

Since nations have established Consulates throughout the globe, the officials

who staff these Consulates can look forward to a great variety of living conditions in the course of their careers. They can expect to serve at posts with widely differing extremes of climate, with facilities ranging from the primitive to the ultra-modern, and with extreme differences in political environment. Serving in the capacity of a Consular official has both advantages and drawbacks inherent in the nature of its work. Consular officials are subject to transfer at all times by reassignment, and this gives them the pleasure of travel and the stimulation of association with new people and places. This, however, means that they must, of course, through necessity, move often, and be away from their country and old friends for long periods of time.

The work of a Consular official is difficult and exacting, and emergencies often arise requiring his attention outside of office hours. The work that he is called on to perform frequently involves rewarding associations with peoples throughout the world. He may have the satisfaction that he is performing a job which is important to the welfare of his country, and may look forward to special recognition of a job well done.

There is a great lack of knowledge on the part of the average person as to the fields of activity of such representatives of foreign countries within their midst. Among the duties are reporting on the economic and commercial conditions in countries abroad, issuing passports and visas for travel, providing assistance to the shipping of their country's goods and to the seaman on ships flying the flag of their country, the protection of the citizens of their own country, who may be residing or traveling in the area of their jurisdiction. One of their chief duties is the promotion of the trade of their country. They are also called upon to distribute

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educational, scientific, cultural and informational material.

These Consular officials are expected to be ready to accept great responsibility anywhere in the world, at large posts or small ones. Their assignments are usually from two to four years, however, these assignments may vary and are frequently broken by home leaves.

The address of the Consular Corps of Dallas is P. O. Box 7763, Dallas 26, Texas.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

BELGIUM — Alreco, 179, Boulevard Anspach, Bruxelles, Belgium. Import and export expediting firm seeking representations of American manufacturers, and will handle all licenses, shipments, documentation, etc.

MEXICO — Filemon Guerra, Apartado 842, Mexico D. F., Mexico. Import-export firm seeking contact with local wholesalers and distributors of groceries and food lines as suppliers.

NICARAGUA — Mercedes Gurdian C., Apdo. 129, Managua, Nicaragua. Retail house for sale of women's clothing and accessories seeking Dallas representations of manufacturers.

MEXICO — Radios Universal, S. A., Apartado 1057, Monterrey, N. L. Mexico. Mexican firm wishing contact with distributors of products of and for Silk Screen Process.

IMPORT OPPORTUNITIES

JAPAN — H. Makino & Co., 1, 6-Chome, Oridocho, Showaku, Nagoya, Japan. Firm desirous of selling advertisement, premium, and gift items including cigarette lighters of all types.

JAPAN — Kwansai Merchandise Co. Ltd., 48, 4-Chome Awajimachi, Higashi-Ku, Osaka, Japan. Exporters of beach sandals, shoji screens, cutlery etc., seeking importers.

GERMANY — Kurt Sohni, Mar-Oberstein, 1, Frankfurt Am/Main, Germany. Manufacturers of imitation jewelry seeking importers or Dallas representative for handling sales.

JAPAN — Oriental Products, Shinagawa P. O. Box 15, Tokyo, Japan. Japanese manufacturer and exporter seeking

(Continued on page 68)

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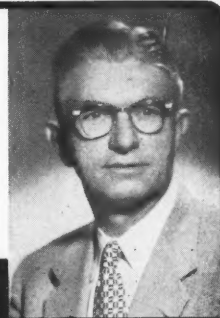
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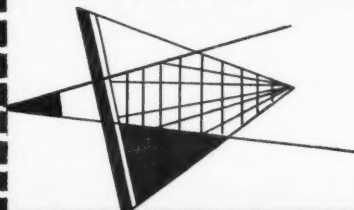
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THE TIE THAT BINDS . . .

is the Dallas Chamber of Commerce, an organization that binds together business and professional men toward a better and more unified Dallas.

CONGRATULATIONS to the Lasso Club of the Chamber for roping 2700 new members, all of them happy to be captured. The chairman of the Membership Committee, Felix Harris, together with his able cowhands, is responsible for this new record.

LIFE MEMBERS FOR 1957 include Nat Ryan, John J. Hospers, Jerome K. Crossman, Ralph Breum, Jim Layne, M. M. Brohard Jr., John C. Wantland and James C. Henderson.

Chamber Marvels at Growth of

Well over 800 persons, representing every community in Dallas County crowded into the Statler Hilton's massive ballroom this month to salute Metropolitan Dallas, marvel at its growth, and listen to predictions of its future.

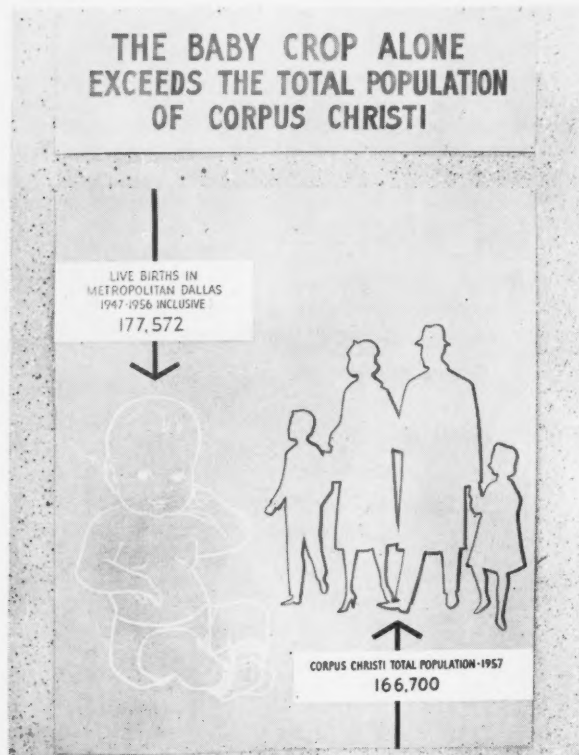
In keeping with the Metropolitan Area theme, the chamber prepared a series of exhibits depicting the County's tremendous growth over the past decade. These exhibits were set up in the ballroom assembly room where those attending the meeting had an opportunity to inspect them before and after the program.

Appropriately the speaker for the evening was M. C. Cole of Garland, who is president of the Dallas Metropolitan Area Advisory Council . . . a group formed by the various chambers of commerce in Dallas County.

Guests of honor included the presidents and managers of every chamber in the metropolitan area.

In his address, Cole emphasized the fact that the Dallas Metropolitan Area does not exist because the Census Bureau drew an imaginary line around the County and said that "hence forth this will be known as metropolitan Dallas." Rather it exists because "anyone who looks at the economic facts of life must recognize that Dallas County is one metropolitan area — its parts so closely interwoven with the whole

CORPUS CHRISTI is a big place, but the number of live births in Dallas County from 1947 through 1956 exceeded the present population of Corpus Christi. Records of vital statistics shows that 177,572 babies were born in Dallas County during the decade.



that no municipality and no community within Dallas County can exist as an island unto itself."

He went on to say "The well-being of every community, every municipality within Dallas County is completely dependent upon the economic and civic health of the entire Dallas Metropolitan Area. Perhaps the most accurate way to describe our situation is to say that we really are all in the same boat, and that we must learn to pull on the oars as a team if we are going to go anywhere."

In emphasizing the growth of Dallas County, Cole noted that the growth in the past decade was equivalent to taking a city the size of Tulsa, Oklahoma, and moving it into Dallas County. The increase in population in Dallas County, 1947 through 1956, amounts to 277,500 people. Tulsa's total population at the beginning of this year was estimated to be 245,000. "So, to get our growth in proper perspective, let's say that a city the size of Tulsa has been picked up and set down in Dallas County during the last 10 years. That growth has brought to Metropolitan Dallas an increase in population equivalent to the total population of Tulsa; an increase in business activity equivalent to the total business activity in Tulsa, an increase in jobs and payrolls equivalent to the total number of jobs and the total payrolls in Tulsa."



"IT IS ONLY PROPER that a citizen of Garland should be doing a fine job of work for the Dallas Chamber . . . since the Dallas Chamber is working for all of Dallas County." So spoke Dallas Chamber President J. Erik Jonsson in presenting James C. Henderson with his life membership.

Dallas' growth was in many fields . . . like the number of new homes constructed. Cole pointed out that in just 10 years, Dallas County has built enough new homes to line both sides of a highway from Dallas to St. Joseph, Missouri. And these new people meant new factories . . . 247 acres of new factories in ten years. That means that if all these new factories were put under one roof they would cover more than 225 football fields.

Of course it took churches and schools to accommodate this growth, more than 540 acres of them according to Mr. Cole. And what about the jobs for these new Dallasites? "There have been 131-thousand new jobs created in the Dallas Metropolitan Area in the last 10 years. That's more new jobs in Metropolitan Dallas in 10 years than the total employment today in the Shreveport and Little Rock metropolitan areas, combined.

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Dallas Chamber of Commerce

Dallas Magazine

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DALLAS CHAMBER OF COMMERCE

Reading Time, 7 Minutes, 40 Seconds

SINCE PROGRESS IS NECESSARILY MEASURED BY MILESTONES, THE 1957 REPORT OF YOUR DALLAS CHAMBER OF COMMERCE MUST BE WRITTEN LARGELY IN TERMS OF MAJOR ACCOMPLISHMENTS.

It is important to remember, however, that it is the cumulative results of consistent, day-to-day work which makes possible attainment of the milestones.

The consistent day-to-day work of the Chamber is directed toward the economic advancement and civic health of the Dallas Metropolitan Area:

A constant campaign to bring in new jobs and new payrolls.

Effective promotional campaigns to build the retail and wholesale markets.

Continuous work to expand Dallas' transportation facilities and services; and to protect the interests of Dallas travelers, shippers, receivers and postal customers.

Vigilant service as both sentinel and spokesman for the business and professional community on State and Federal legislative matters.

A variety of both general and specialized services for the membership of the Chamber and the community at large.

Leadership in the development of metropolitan area unity and spirit.

Encouragement of Dallas' growth in educational, cultural and spiritual resources.

Details of the Chamber's work, suggested in this summary, would require many pages of text. The results of the continuous, effective work in all of these fields of community development are reflected on every side—in the steady rise in employment; in Dallas' margin of leadership as the dominant business center of the Southwest; in its growth as a market center and a transportation center; and in Dallas' increasing stature among the metropolitan communities of America.

The out-of-the ordinary accomplishments of this year have been equally gratifying. Chief among these have been:

Establishment of The Graduate Research Center: It has been obvious for some time that a science-engineering center of the highest order must be developed if Dallas is to realize its full potential in industrial growth. The petroleum, aircraft, electronics and other industries which represent such a large portion of Dallas' economic base are increasingly dependent upon the brains which can be recruited only around such great educational institutions as M.I.T., Harvard, Stanford and other universities of comparable quality. To compete successfully, Dallas in particular, and the entire Southwestern region in general, must have their own equivalent of M.I.T.

The Dallas Chamber of Commerce appointed a special committee to work on this problem. The committee found that Southern Methodist University officials were equally alert to this need, were already making plans to meet it, and that the University's location and facilities were best suited to the development of a great engineering-scientific research center.

On October 28, the objectives of both S.M.U. and the Chamber were brought to a happy realization when The Graduate Research Center came into being. The significance of the new organization is underscored by the fact that its initial Board of Trustees includes the heads of outstanding industries in Pittsburgh, Houston and Fort Worth, as well as of Dallas. By contract between the two institutions, The Graduate Research Center has affiliated itself with S.M.U. and will center its research and teaching program on the S.M.U. campus. The Graduate Research Center's trustees are now directing their attention to the selection of an executive director who will be one of the country's leading scientists or engineers and who, the trustees are agreed, must be a man of proven abilities as an organizer and administrator.

In its broad aspects, establishment of The Graduate Research Center may well become one of the most significant milestones in the history of Dallas, with far-reaching effects upon the future of both this community and the entire Southwest.

Establishment of the computing center at S.M.U.:

Officials of the Remington Rand Univac Division of the Sperry Rand Corp. consulted the Chamber's staff about their marketing plans in the Southwest. Out of the discussion evolved a suggestion by the Chamber's staff that Remington Rand should consider making one of its Univac scientific computers available to Southern Methodist University for teaching and research purposes. The corporation liked the suggestion, and asked the Chamber to help explore the possibility with the University.

This idea resulted in an unique arrangement between Remington Rand and Southern Methodist University, best described as a "marriage" between industry and higher education. S.M.U. provided a new building in which Remington Rand has installed its scientific computer. S.M.U. holds the right to half of the computer's time, for non-commercial teaching and research; Remington Rand retains the remaining time for operation of the Univac to serve the needs of industry in this region.

In bringing the company and the University together, the Chamber has secured for Dallas the only scientific computer in the Southwest in non-military use, and made S.M.U. the only college or university in 40 states with such a machine. It has provided an invaluable tool for the University, which greatly increases Dallas' stature in both education and industry. And it has also given S.M.U. an advantage which facilitated the establishment of The Graduate Research Center (see above.)

Market promotions: Building of both the retail and wholesale markets has always been one of the Chamber's basic concerns. In addition to its continuing work in established patterns, the Chamber during 1957 undertook new programs for the benefit of both markets.

To meet the need for holiday season atmosphere in the downtown area worthy of Dallas' size and importance, the Chamber initiated the Christmas-Cotton Bowl festival program. It raised a special fund to finance the festival program for three years. The principal elements of the program were effective

Christmas decorations for downtown Dallas; and intensive publicity for Dallas' many special attractions during the Christmas and Cotton Bowl season. Initiated late in 1956, the program is now in its second season, with fresh features to make it even more outstanding this year. This program has served as a stimulus for community-wide planning to capitalize on the New Year's Day football spectacle in Dallas' Cotton Bowl.

Dallas' position as the distribution center of the Southwest was increased by establishment of a Housewares-Hardware and Recreational Outdoor Equipment Market. The existing markets for women's apparel, shoes, men's clothing, giftwares, furniture, draperies and fabrics now fill Dallas' hotels for 16 weeks out of each year, and bring tens of thousands of retail buyers annually. One serious gap in this pattern of markets was in the housewares, hardware and recreational equipment field. In 1957, the Chamber's Manufacturers and Wholesalers Division established the new market. Its success demonstrated a real need for making it permanent. As a result, the Texas Hardware and Implement Association has agreed to assume the sponsorship of this new market, and to hold it annually in Dallas.

Maximum advertising of the resources of the Dallas market is the objective of the Chamber's comprehensive directory, *Key to Dallas*. This year the *Key* was more complete than ever before. It was compiled mechanically from business machine punch card records, with substantial savings. It had greater circulation than ever before (20,000 copies, including purchasing agents of selected major companies

throughout the Southwest; city and county governments, school districts, military installations, and chamber of commerce libraries throughout the region).

Stimulation of world trade activity in Dallas: An intensified world-trade promotional program has included these specially-significant features:

Circulation of the *Key to Dallas* directory, among commercial attaches and consulates of the United States throughout the free world. Dividends have come in the form of trade inquiries to Dallas manufacturers and wholesalers from many foreign countries.

A Dallas Hosts Committee was organized by the World Trade Committee to insure and coordinate the community's hospitality to foreign visitors.

A cooperative advertising program to stimulate Dallas' trade with Latin America was initiated by the World Trade Committee. A series of four double-page ads in the Latin American edition of *Time*, paid for by 24 Dallas firms engaged in international trade, is being prepared for publication next spring.

Expansion of Dallas' convention business: Opening of Memorial Auditorium, coupled with the addition of the Statler Hilton and the Sheraton Dallas hotels, has greatly expanded Dallas' ability to handle major conventions. The Chamber of Commerce is Dallas' sales agency on conventions. The effectiveness of its work is attested by the fact that the city's convention business set new records in 1956, only to have them broken in 1957; and still new records are destined to be established in 1958 and 1959.

The 1958 convention calendar, largely reflecting the Chamber's work during 1957 and prior years, will include such significant meetings as those of Rotary International, the American Academy of General Practice, the Air Force Association and the American Dental Association. Approximately 150 national conventions are already definitely booked for Dallas, some as far in the future as 1965.

Protection of Dallas' interests as a transportation center: Since advantages in transportation facilities and services are the very keystone of the Dallas economy, the Chamber always gives special emphasis to its work in this field. In 1957, it was heavily involved in protecting Dallas' interests in both surface and air transportation. Its work included:

Spadework planning for Dallas County's greatest highway-building program. This included coordination of initial efforts which resulted in the right-of-way bond issue adopted November 5, to assure the county of \$80 millions' worth of construction on Federal and State primary and secondary highways. Together with the Interstate freeway system scheduled in this community, the trafficways construction in Dallas County during the next 10 to 14 years will total more than \$345 millions.

Representation of the Dallas business community's interests in nine formal proceedings before the Interstate Commerce Commission and the Texas Railroad Commission, involving freight rates and transportation regulations directly affecting Dallas shippers. Each case involved extensive exhibits and briefs, as

well as participation in public hearings and at oral arguments. Numerous representations were also made before carrier rate-making groups.

Participation in three Civil Aeronautics Board proceedings which vitally affect Dallas' interests in air transportation. In *The Dallas to the West Case*, the City of Dallas and Chamber of Commerce presented Dallas' need for competitive air service with California and intermediate points. The other major work was involved in the Fort Worth Investigation and the Chicago-Dallas-San Antonio-Mexico City Case.

Of special interest is the fact that the Houston Chronicle published a series of articles, detailing the work of the City of Dallas and Chamber of Commerce in aviation development, as examples which Houston should emulate.

Research-with-a-purpose: The Committee on Business and Economic Research undertook four jobs of special importance to the community:

It handled a groundwork job for Dallas Metropolitan Area cooperation by compiling and publishing a map and fact sheet on the 28 municipalities of Dallas County.

Looking to possible expansion of the Dallas Standard Metropolitan Area in the 1960 Population Census, it worked with the Texas Employment Commission on a place-of-work-place-of-residence survey to secure vital information on labor supply and employment within Dallas County of commuters from adjacent counties.

Also looking to the 1960 Census, it initiated preparation of census tracts for the entire metropolitan

area, to insure more complete and useful census data for Dallas County. The census tract, of course, is the business man's basic tool for market research.

It made strong representation to the Secretary of Commerce that the Census Bureau's proposed re-definition of the Southwestern states would violate the realities of trade and business practices, and would not reflect the Southwestern market as it actually exists.

Broadening the base of support for the Chamber: A chamber of commerce each year must raise the budget it requires to do an effective job for its community. The Dallas Chamber has one of the most successful membership committees in the country, which this year set for itself the goal of 2700 new membership units in 1957. The committee is now within sight of its goal, and is expected to attain it before the end of the year. The Committee's outstanding work means the Dallas Chamber will be better equipped next year, and in years to come, to do the kind of job that Dallas needs for its continued progress and prosperity.

Volunteers: The Chamber's staff by itself, effective as it is, could not begin to do all the work the Chamber accomplishes. Members, serving as volunteers on numerous special and standing committees, are the key to the successful program of work. Much of this year's accomplishments are due to the time and talents which these volunteers gave to the work of the particularly active committees on Membership, World Trade, Highway Transportation, Aviation, State and Federal Legislation, Conventions, Public Health, and Business and Economic Research.

The Chamber takes special pride in two of the year's big events in Dallas — completion of Memorial Auditorium and of the Dallas Love Field Terminal. Both of these reflect great credit upon the City Council and staff of the City of Dallas in carrying out the mandates of the people of Dallas. Both are culminations of years of civic effort. Both are facilities required by the needs of Dallas today, which, at the same time, will help stimulate Dallas' further growth. The Chamber, over a long span of years, spearheaded the community efforts which resulted in authorizations for the City of Dallas to build these two magnificent structures which are so important to our business and civic life. The Chamber was also happy to assist the City of Dallas by providing the mechanics for arranging and staging the Dallas Love Field Terminal's 8-day dedication, which focussed national and international attention upon Dallas' leadership as an air transportation center.

Erik Jonsson

PRESIDENT

December 11, 1957

Metropolitan Area

"Our baby crop has been good, too. We have had 177-thousand babies born in Metropolitan Dallas in just 10 years. We all think of Corpus Christi as one of Texas' big and growing cities, but Corpus Christi's total population today is 166-thousand. We have had more new babies in Dallas County than there are people in Corpus Christi."

All of this metropolitan growth creates metropolitan problems, Cole said, and it was to "enable us to work more effectively on common problems and opportunities that the Dallas Metropolitan Area Advisory Council was formed."

"Now, there is no denying that metropolitan growth such as Dallas County has been experiencing these last 10 years brings some king-sized headaches along with it . . . These headaches . . . will be licked and the Metropolitan Area Council will help lick them."

Cole pointed to the fact that city officials are taking united action through the Dallas County League of Municipalities and



"THE DALLAS METROPOLITAN AREA is a reality . . ." not just a geographical division defined by a government official. M. C. Cole, president of the Dallas Metropolitan Area Advisory Council told those attending the meeting that Metropolitan Dallas exists in a very real way.

said "We feel it is necessary for the city officials to take the first step, in most instances. Then, if they will tell us what they need, I think they will find the businessmen ready to back them up through their chambers of commerce and, ultimately, through their Metropolitan Advisory Council."

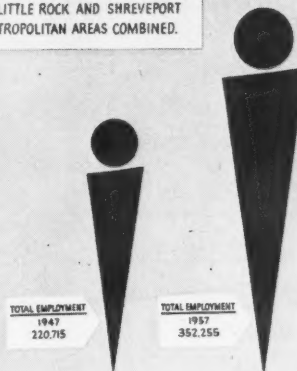
The growth of the past was great but the growth to come will be even more spectacular. Cole noted that the University of Texas Bureau of Business Research forecast the Dallas Metropolitan Area population will be 1,336,000 by 1975. "That means a city the size of Memphis, Tennessee, will be moved into Dallas County between now and 1975 — the people, the payrolls, the bank deposits, the retail sales, the schools, the churches and everything else that goes with community life, for a city the size of Memphis, will be added to what we have in Metropolitan Dallas today."

"Our problem is how we can fuse this new population and this new economic activity into the Dallas Metropolitan Area of today to produce a superior metropolitan community tomorrow."

DALLAS • DECEMBER, 1957

131,540 NEW JOBS

THE INCREASE IN EMPLOYMENT IN METROPOLITAN DALLAS IN 10 YEARS EXCEEDS THE TOTAL EMPLOYMENT TODAY IN LITTLE ROCK AND SHREVEPORT METROPOLITAN AREAS COMBINED.



THE LAST DECADE has seen the number of jobs in the Dallas Metropolitan Area increase from 220,715 to 352,255 . . . an increase greater than the total employment today in the Little Rock and Shreveport metropolitan areas combined.

"It's a big challenge. We can't meet it by considering ourselves a group of isolated communities, each an island unto itself. We can't meet such a challenge by distrusting each other. We can't meet such a challenge by operating on the theory that we'll think about Garland, and let Dallas, Grand Prairie and Mesquite worry about their own problems."

"We can meet this challenge of growth if we mobilize our resources, our leadership and our spirit of achievement to tackle metropolitan area problems on a metropolitan area basis."

Thus did M. C. Cole sketch in bold strokes the pictures of the present and future Dallas Metropolitan Areas, calling for cooperation instead of competition to insure the healthy growth of the metropolitan community.

Also announced at the meeting were the new directors of the Dallas Chamber of Commerce. They are William A. Blakley, attorney and former interim U. S. Senator; Trammell Crow, investments; Vance Foster, Senior Vice President, First National Bank; Avery Mays, Contractor; C. B. Peterson, Jr., Executive Vice President, Texas Bank & Trust Company; Leon Tate, President, Dallas Transit Company and Dan Williams, President, Southland Life Insurance Company.

The metropolitan aspect of the Dallas Chamber of Commerce was underscored at the meeting when a Garland man, James C. Hendeson, Jr., received a Life Membership in the Dallas Chamber of Commerce for soliciting 100 new memberships for the Dallas Chamber over the past 11 months.

In making the presentation to Henderson, President J. Erik Jonsson pointed out "It is only proper that a citizen of Garland should be doing a fine job of work for the Dallas Chamber . . . since the Dallas Chamber is working for all of Dallas County."

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EDUCATION

Dallas Schools Report Safety Record

With the continual stepping up of automobile horsepower, the advent of two and three car families and the resulting crowded highways and streets, concerned officials are urging citizens for more caution behind the wheel of a car.

During the Christmas and New Year's seasons, these pleas become more urgent.

An intensive, all-year-round program of safety, however, is being taught to youngsters in the Dallas school system which covers not only traffic safety but caution at home and in schools.

There are no statistics or ratings of the nation's schools, but from reports and comments of National Safety Council officials, the Dallas Independent School District "is considered to have one of the leading programs in the country."

This was voiced by Dr. Herman F. Benthul, coordinator of elementary education for the district and one of the Dallas officials handling the safety project.

Statistics from the school health office show that "about 100 of one per cent of students, are absent because of accidents at school." Benthul noted and pointed out that the figure would be even less considering the total of home accidents.

Last year the number of days lost totaled 2,106 from school-incurred mishaps and 711 accidents that occurred elsewhere, he reported.

Benthul figured that with about 100,000 pupils enrolled last year and a scheduled 180 days of school, there were 18,000,000 pupil days — thus arriving at the 100 of one per cent figure.

The total number of accidents during the 1956-57 school year was 1,233 including injuries from sports activities.

Few of the injuries, he pointed out, were ones "you would call tragic."

School officials could find only four of these "tragic" accidents in the past five years, and only one was fatal to the child involved.

His death resulted from a blood vessel eruption after a collision with another boy while playing ball. Doctors reported later the death would have been caused ultimately because of the boy's condition.

This is the only fatality on record of the past eight years, an official said.

Benthul indicated that this year's record will be proportionately the same as last year but he pointed out that the "hazards are greater all the time."

"In spite of that, our proportion seems to be maintained."

"This might indicate we are about as near perfection as we can hope to get."

The school's program not only teaches the students valuable lessons in how to look after themselves and others but also furnishes thousands of the youngsters a chance to demonstrate their qualities of leadership.

This active leadership begins with the fifth graders and "goes upward."

Schools use many students — both boys and girls — as patrolmen. Boys are stationed outside the schools to help control the flow of traffic — both pedestrian and auto.

Girls work inside patrolling the hallways.

"These students are looked up to as leaders. It is quite an honor," said Benthul.

About 5,000 of these students are "furnishing direct leadership," he added.

Lower grade students are not left out of the picture either.

They are brought in to council with the teacher-sponsor of patrol groups and "carry safety back to their rooms," the official noted.



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Education

The patrolmen, in order to be appointed, "must show certain characteristics though there is no particular listing of grades they must make. They are children whose study habits and industry is such they can afford to give some time to it (safety councils)."

The number of students actually involved in these patrols varies with the schools, he said.

"They try to get in as many as possible. They have 20 or 30 and up to 125 during a school year. In some schools new groups are groomed for a six-week period."

City-wide operations have expanded so that elementary school students are organizing into "high school clusters."

These students (in each cluster) are from elementary schools that will send students to a certain high school ultimately.

Each elementary school has two delegates brought by its teacher-sponsor. However, all who are interested are allowed to attend the meetings.

These monthly meetings culminate in a Junior Safety Council city-wide activity.

At this time schools may exhibit any safety display or present a safety program.

The activities are judged by a committee of adults, representing the Citizen's Traffic Commission, the City Council Parent-Teacher Association and a teacher.

Students are encouraged further by having their schools listed on the honor roll of the National Safety Council.

Nineteen Dallas schools qualified and it was pointed out that many others could have qualified. Reports are sent into the council's office and the awards are based on these reports.

Police work closely with the schools both in patrolling the areas and furnishing policemen to talk to the students on various safety subjects.

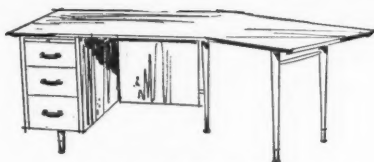
This latter work is directed by Sgt. Vernon Harkness, who was lauded by school officials for his part in the program.

Police make two visits to each school during a year and a special assembly is called for the purpose of hearing the officials.

In new schools another precaution is being taken for safety's sake with the construction of off-street drives in front of the schools so that adults can leave and pick up their children.

The Downtown Lions Club furnishes the patrolmen with safety equipment that includes raincoats and caps, Sam Brown belts, etc. They also wear arm badges, and carry the familiar red flag.

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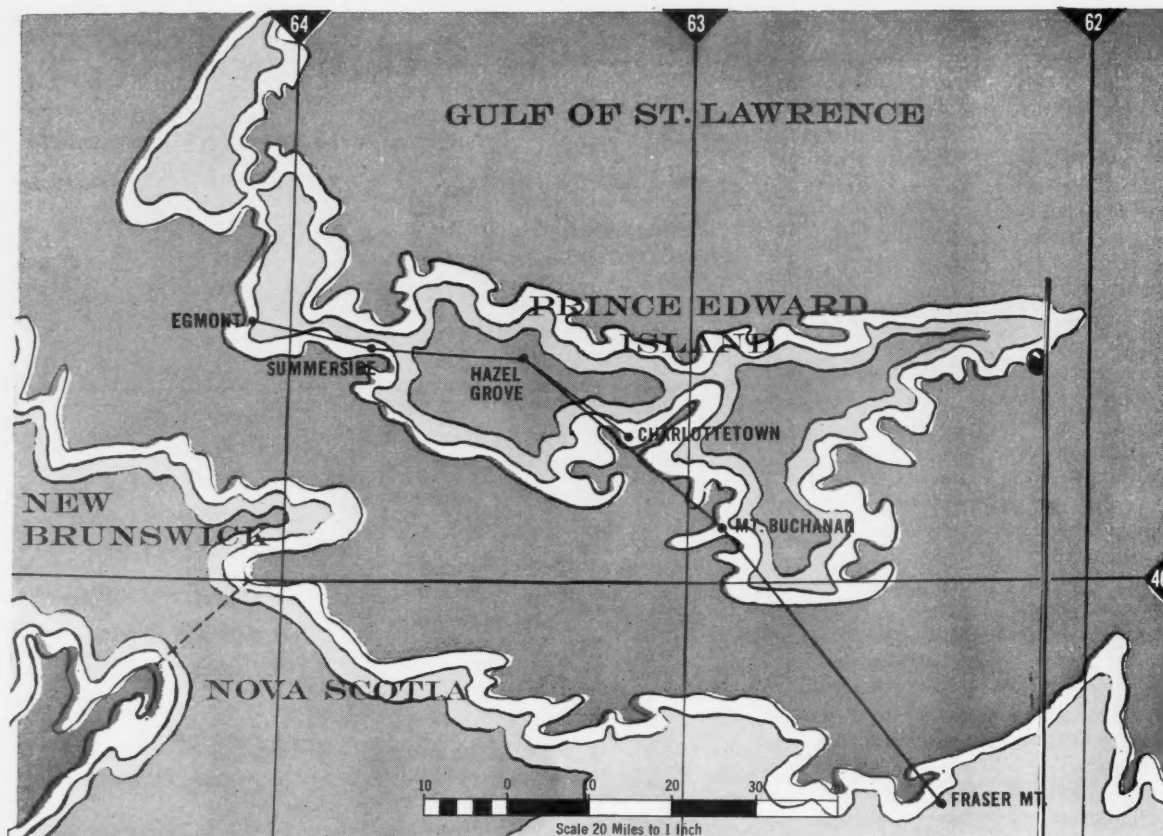


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Canadian Telephone Companies order Collins Microwave Systems

The Island Telephone Company installs Collins system on Prince Edward Island to replace wire lines, with over-water link to Nova Scotia main land . . . connecting with Collins system owned by Maritime Telegraph & Telephone Limited

On January 6th 1956, a severe storm and icing condition destroyed virtually all wire-line communications on Prince Edward Island. Replacement costs ran into hundreds of thousands of dollars, with service badly disrupted.

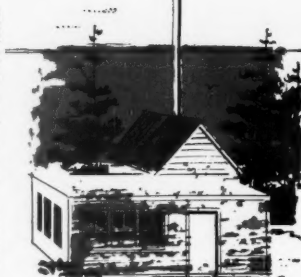
Determined that this should not occur again, Engineers at Maritime Telegraph & Telephone Company Ltd. and The Island Telephone Company Ltd., began to lay plans for a modern microwave installation. Having had extensive previous experience with radio systems of many types, the Engineering personnel were in an excellent position to thoroughly analyze the available systems, and a contract was awarded to Collins Radio of Canada.

Two separate systems are involved, one origi-

nating at Fraser's Mountain, Nova Scotia, and terminating at Charlottetown, Prince Edward Island, via two repeaters, the other linking Egmont with Charlottetown via two repeaters.

Unique features include a dual space-diversity overwater path, the transmission of high fidelity multiplex channels for C.B.C. network use and assured circuit continuity through the use of battery-powering and instantaneous hot standby equipment.

These Engineers chose Collins for excellent reasons. Collins Sales Engineers will be pleased to discuss these reasons with you, and to demonstrate the benefits to be derived through the use of these or other Collins quality communications products.



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CHAMBER NEWS

Manufacturers Group Hears William A. Blakley

Approximately 500 attended the Annual Banquet of the Dallas Manufacturers and Wholesalers Association, Inc., held November 14 in the Adolphus Hotel.

Guest speaker was William A. Blakley, former United States Senator, who spoke on the people's part in the nation's defense program.

Mr. Blakley stressed the public's obligation in assuming financial responsibility for current defense spending to avoid passing national expenses and debts on to posterity.

Closer to home, the speaker reviewed Dallas' gain in manufactured production since 1930—an increase of from 61.5 million in 1930 to 240 million in 1946, to over 800 million dollars today.

Six new directors for the association were announced as follows: Charles S. Waldman, President, Standard Fixture Company; Ike F. Clark, President, Ike Clark of Dallas; Luther S. Smith, Assistant to the President, Temco Aircraft Corporation; Frank C. Carter, Jr., Senior Vice President, First National Bank; Fred M. Truett, President, Southwestern Drug



AT THE SPEAKER'S TABLE during the Annual Banquet of the Dallas Manufacturers and Wholesalers Association were, L to R, W. C. Harris, out-going president; William A. Blakley, guest speaker; E. L. Blanchard, vice-president; and Canon Curtis W. V. Junker, SMU Canterbury House, who gave the invocation.

Corporation; and William R. (Bill) Boker, Secretary-Treasurer, Graham-Brown Shoe Company.

New officers of the Dallas Manufacturers and Wholesalers Association are: Carl M. Finley, President (Branch Manager, Moncreif-Lenoir Manufacturing Company); Ernest L. Blanchard, vice-president; (Sales Manager, Higginbotham-

Baily Company); Beeman Carrell, vice-president (Vice-President-Treasurer, Red Ball Motor Freight, Inc.); W. N. McKinney, vice-president (President, American Transfer & Storage Company) and Frank C. Carter, Jr., treasurer (Senior Vice President, First National Bank). M. E. (Mark) Hannon was re-elected Executive Secretary-Manager.



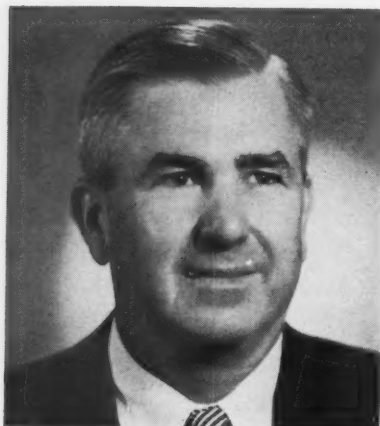
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CLUBS AND ASSOCIATIONS



BATESON

Bateson Heads General Contractors Group. J. W. Bateson, president of J. W. Bateson Company, Inc., general contractors, has been elected president of the Dallas Chapter of the Associated General Contractors of America, Inc. He served the chapter last year as secretary-treasurer.

Other officers named include George Connell of the Connell Construction Company, vice-president, and J. P. Green, general contractor, secretary-treasurer.

Mr. Bateson is an engineering graduate of Texas A & M College, and his firm is currently building the \$30,000,000 Southland Life Center in Dallas.

★

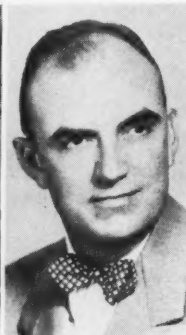
Legal Foundation Appoints Broome. The Southwestern Legal Foundation has named Bill Broome, former administrative assistant for a Dallas public relations firm, to the newly-created post of public relations director.

Kennedy Is New World Affairs Council Director. Roger G. Kennedy has been named executive director of the Dallas Council on World Affairs.

A lawyer and television commentator, Mr. Kennedy has been broadcasting 12 television programs a week of news and commentary. Prior to that he served as White House correspondent for the National Broadcasting Company, appeared on films for NBC in Washington, New York and in Europe, and managed sales of the network's public affairs programming.



SHORES



COMPTON

Public Relations Society Names Officers. Ayres Compton and J. B. Shores have been elected director-at-large from the Southwestern Region and vice president, respectively, of Public Relations Society of America.

Mr. Compton is president of Ayers Compton Associates, public relations counselors. Mr. Shores is director of public and employee relations for The Texas and Pacific Railway.



LEE

Lee to head Construction Employers' Group. Merlin E. Lee, partner in the general contracting firm of Lee-Emmert of Dallas, has been elected president for 1958 of the Dallas County Construction Employers' Association, Inc.

The new directors include, besides the officers, Joe Bonnett, Eddie Shahan, J. P. Green, Dee Brown and James Goff, Jr.

The Employers' Association is an organization of 150 general contractors and sub-contractors, which acts as the collective bargaining agent for employers engaged in commercial construction work in Dallas, and many of the local building trades unions.

★

Mitchell Recognized by Welfare Association. John E. Mitchell Jr. has been named "man of the year" by the Dallas Chapter of the Texas Social Welfare Association.

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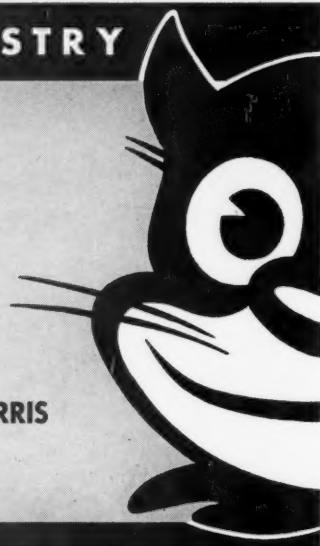
FELIX HARRIS

BEN HARRIS

REX HARRIS

BILL CARTER

NED HARRIS



Clubs and Associations



TOMLIN

Tomlin Elected by Manufacturers. D. O. Tomlin, president of Lone Star Boat Company, has been elected president of the Texas Manufacturers Association,

Mr. Tomlin is also vice-president of the Outboard Boat Manufacturers Association, member of the Advisory Committee to the Board of Directors of the Outboard Boating Club of America, and past president of the Dallas Chapter, Society for Advancement of Management.



WALLACE

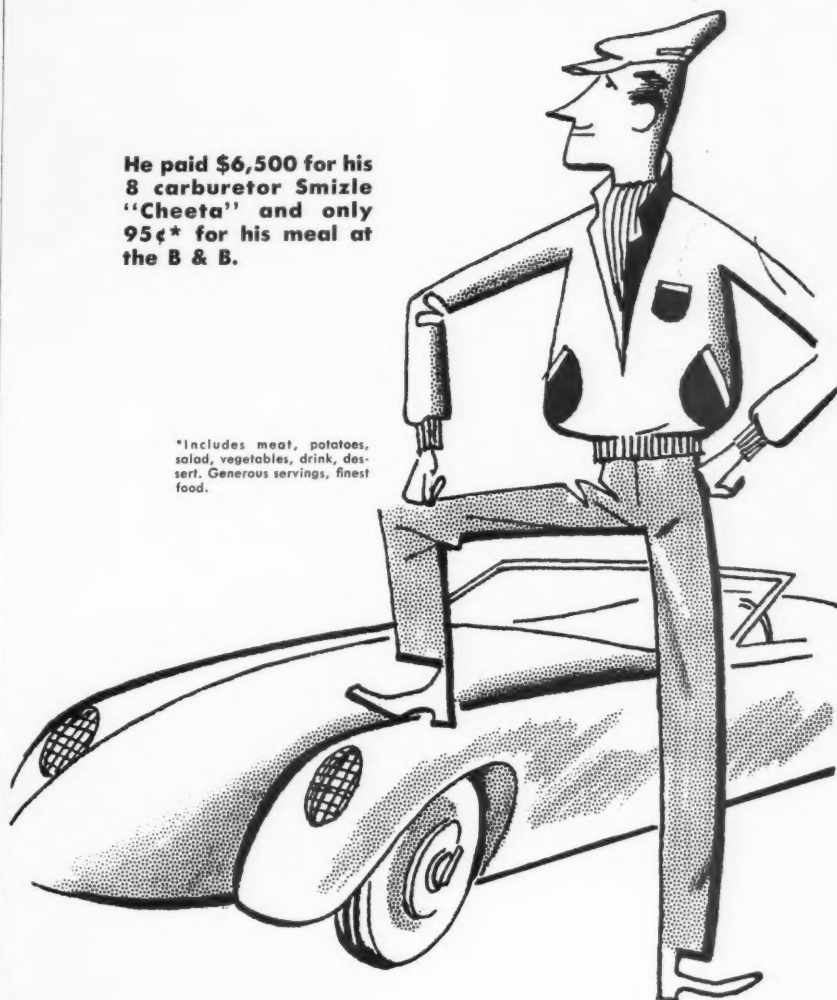
DAIA Installs Wallace. James E. Wallace has been installed as president of the Dallas Association of Insurance Agents.

Other new officers are William L. Carter, Jr., vice president, and Jack L. Curtis, who continues as executive secretary and treasurer.

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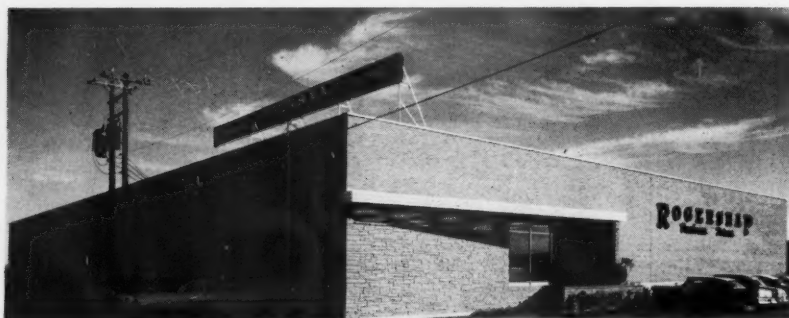
j. yunker

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NEW AND EXPANDING BUSINESS



ROGERSNAP BUSINESS FORMS has moved into this new plant at 4924 Reading.

Rogersnap Completes New Expansion Move

Rogersnap Business Forms of Dallas has just moved into a new 25,000 square foot plant at 4924 Reading Street in the West Trinity Industrial District. The half million dollar plant was designed for rapid volume production of carbon interleaved business forms for automated data processing, and is both air conditioned and humidity controlled.

Whilmar General Contractors, Inc., Dallas, constructed the new plant. Earl Doxsee, who is an industrial engineer as well as president of Rogersnap, served as consultant.

The new building is more than twice the

size of the previous plant on Howell Street. Room for future expansion is provided on the new three-acre site. The 16,000 square foot, air-conditioned portion of the new building is devoted to manufacturing and operations, with a 9,000 square foot area set aside for warehousing, which opens onto a railroad siding.

Taking part in dedication ceremonies December 6 were Will Rogers, chairman of the board, Mrs. Rogers, Judge Gordon Simpson, principal speaker, and Max Clampitt, master of ceremonies. The Rev. Mark G. Holiday, rector of St. Andrews Episcopal Church, gave the benediction, and Dr. Arthur V. Board, associate pastor of Highland Park Presbyterian Church, gave the invocation.



Air Reduction Sales Opens Arlington Plant

Air Reduction Sales Company, a division of Air Reduction Company, Inc., has occupied this recently-completed \$400,000 gas-producing plant at Arlington. Included at the plant, which is primarily designed to produce high purity oxygen and nitrogen, are centralized stores and warehouse facilities for other major Air Reduction products.

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New and Expanding Business— Great Southwest Plans Sports Center

► The Great Southwest Corporation has announced that a \$34 million sports and family recreation center will occupy 293 acres in the center of the Dallas-Fort Worth metropolitan area as a component of the Great Southwest Industrial District, the corporation's planned industrial development — now under construction.

The Great Southwest Sports Center, including a Great Southwest Land, similar to California's "Disneyland," will be located at the intersection of the Dallas-Fort Worth Turnpike and Expressway 360, just north of U. S. Highway 80. The Marco Engineering Company of Los Angeles, which was associated with the design and early operation of "Disneyland," will design and engineer Great Southwest Land. Plans include miniature towns, Indian encampments, canyons and cliff dwellers and other features depicting the color, history and heroes of the Southwest. Powell and Powell of Dallas are the engineering consultants on the Sports Center.

The initial construction at the Center is the Great Southwest Bowling Lanes, a 32-lane alley which will occupy a three and one-half acre site, with parking for 300 cars.

The Center's major installation will be a 100,000 square foot retail sporting equipment store, which will include sports clothes for men, women and children.

Facilities for the demonstration and testing of sports equipment will include casting ponds, shotgun patterning ranges, a boat lake, skin-diving pool and rifle, skeet and pistol ranges.

C. V. Woods, president of Marco Engineering Company, has predicted that the Sports Center and Great Southwest Land, in full operation, will attract 2,000,000 persons a year.

Additional plans for the Great Southwest Industrial District provide for a large regional shopping center, community centers for office buildings, restaurants, parks and chapels, plus a distribution core with 1,000,000 square feet of public warehouse and a consolidated truck terminal, which will comprise the basic units for the total, planned industrial district.

★
► K. A. Lifson & Associates, a Dallas-based firm of management consultants, has been affiliated with Ronald F. Wilson & Associates of Houston. The new firm name is Lifson, Wilson and Ferguson with offices in the Texas Bank Building, Dallas and the Manhattan Building, Houston.



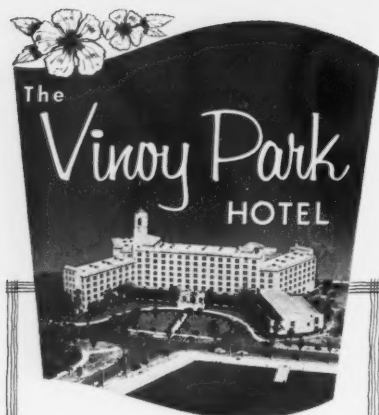
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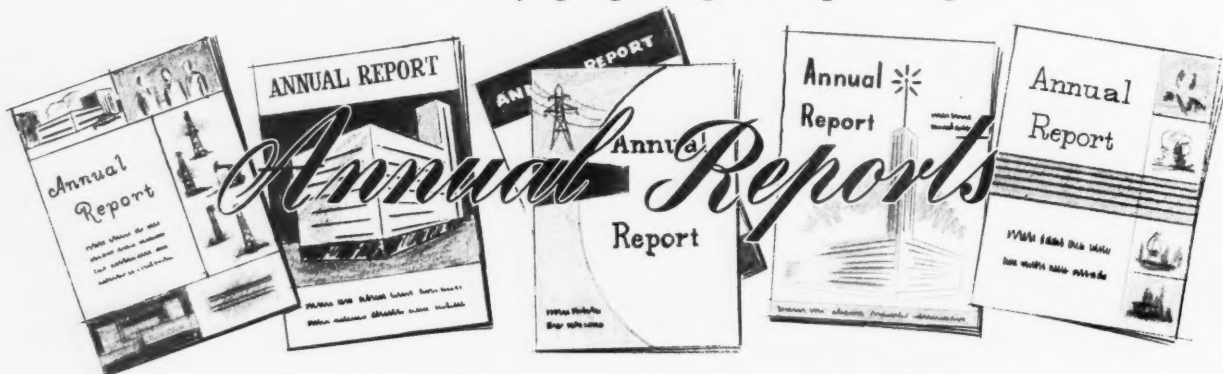
Delco Chemicals Occupies Brook Hollow Facility

Delco Chemicals, Inc., wholly-owned subsidiary of Pennsalt Chemicals Corporation of Philadelphia, has moved into this new office and warehouse building at 9101 Sovereign Row in the Brook Hollow Industrial District. The 10,000-square-foot building, constructed with prestressed concrete roof provides air-conditioned offices and is served by rail track. Robert L. Shaw of Watson & Watson, Realtors, handled lease negotiations and Gleaves Construction Company was general contractor. Hart Willis, Jr., is the building owner. Manager of Delco's Dallas plant is Hal Galvin.

► Hal Perkinson & Associates, Dallas public relations and sales promotion firm, has been appointed as a regional sales office for Ruder & Finn, Inc. of New York. Mr. Perkinson has represented the Ruder & Finn Field Publicity Network in the Dallas-Fort Worth area for the past three years. His firm now will act as an affiliate and sales office.

► Comfort-Craft, Inc., Miami, Florida, has opened a plant in Dallas to be known as Comfort-Craft of Texas. The firm is a major producer of aluminum furniture, and the Dallas plant, located at 1710 North Market Street, will serve dealers in Texas, Oklahoma, and Arkansas. Ira Eason is president and Robert Crockett is the sales manager.

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New and Expanding Business—

► Norco, Inc., a Dallas firm specializing in plumbing, home improvement, air-conditioning and heating services, has opened a branch office at 1326 South Morrell in Oak Cliff. The company was founded in Oak Cliff seven years ago and moved into its present headquarters at 2525 South Oakland as part of an expansion program in 1956. E. L. Norton, Sr., will be manager of the Oak Cliff branch.

★

► G. Mallory Collins, Dallas architect, has formed a new partnership to be known as G. Mallory Collins, Horace E. Dryden and Associates. The firm has offices at 2921 Fairmount Street. Mr. Dryden, the junior partner, has been associated with Mr. Collins since 1950. Both men are members of the American Institute of Architects, Texas Society of Architects, and are graduates of Alabama Polytechnic Institute at Auburn, Alabama.

★

► Baldwin-Lima-Hamilton Corporation has opened a new office and warehouse building at 2356 Irving Boulevard in the Trinity Industrial District. The Dallas facility will serve an eight-state area, and houses the construction equipment, electronics and instrumentation divisions of the firm. J. L. Williams & Company were contractors for the new building and Grady Jordan & Company handled lease negotiations.

★

► C & H Supply Company, electronic manufacturers of home music and inter-communication systems, has moved into a new building at 1350 Chemical Street, in the Trinity Industrial District. The buff brick structure was built for C & H by Williams and Wagner Construction Company, and provides air-conditioned offices, a manufacturing area, loading docks and offstreet parking. Harry Garrett, realtor, handled the lease negotiations. John E. Collins is plant manager of C & H and N. D. Reece is superintendent.

★

► The Vulcan Steel Container Company of Birmingham, Alabama, has opened a regional office and warehouse in Dallas at 159 Leslie Street in the Trinity Industrial District. This is a new facility for the company which manufactures steel containers for many industrial uses. The Dallas office will handle Texas, Oklahoma, Louisiana and Arkansas. Charles B. Little has been named sales manager of the Southwest region.

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Data on Dallas

Beginning with the January issue of DALLAS, a new hand will take the editorial tiller. Katherine Gaines, who has served as associate editor for the past year-and-a-half, will assume the post of editor.

Steve Landregan, who has served as editor of DALLAS since January 1955, will assume the post of Assistant to the Administrator and Director of Public Relations at St. Paul's Hospital the first of the year.

Miss Gaines, a graduate of Randolph-Macon Woman's College, Lynchburg,



STEVE LANDREGAN

can Revolution; Delta Delta Delta sorority; and is an interleague member of the Junior League of Dallas and the Junior League of Asheville.

Mr. Landregan, a graduate of Southern Methodist University, was a member of the news staff of WFAA Radio Station before he joined the Chamber of Commerce.

He is 1957 president of the Dallas Industrial Editors Association; director, American Association of Commerce Publications; a member of Sigma Delta Chi and Kappa Tau Alpha; and of the Dallas Deanery Council.

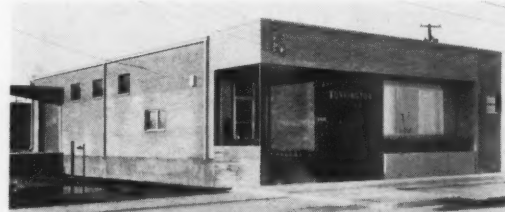
Under Mr. Landregan's guidance, DALLAS won first place this year from the AACP for best consistent quality and best cover series. Mr. Landregan was also named 1957 Editor of the Year by DIEA.



KATHERINE GAINES

Va., was Woman's Page Editor of the Asheville Citizen-Times, Asheville, N. C.

She is a member of the Dallas Industrial Editors Association; the Nancy Horton Davis Chapter, Daughters of the Ameri-



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APPOINTMENTS AND PROMOTIONS

DONALD R. MATHIS has been appointed agency superintendent for Texas Empire Life and Accident Insurance Company of Dallas. A graduate of Sam Houston State College with a degree in business administration, Mr. Mathis has represented Texas Empire in Houston for three years as a manager.



★

MRS. DOROTHY SHORES has been promoted to the position of Chief Underwriter for Southern Provident Life Insurance Company of Dallas. **MRS. MARIE FREEMAN** has been named Mrs. Shores' assistant.



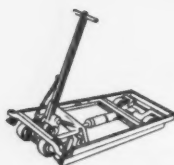
JOHN T. GARTRELL has been elected vice-president of Browne Window Manufacturing Company, Inc., of Dallas, and will serve as general sales manager for the company's combined operations. Mr. Gartrell also has been appointed to the board of directors. He is widely known in the architecturally specified construction material field, and prior to joining Browne he served as vice-president of Timber Structures, Inc., of Portland, Oregon, and president of Glide-In Manufacturing Corporation of San Jose, California.

★

JOHN C. POLLOCK has been named sales promotion manager of the Dr. Pepper Company in a further expansion of its national marketing staff. Mr. Pollock has been associated with Dr. Pepper since 1953, starting out as a merchandiser. He was promoted to field zone manager in 1954 and for the past three years has been working with Dr. Pepper bottlers in North and East Texas.

CHARLES C. GRIMES, commercial and industrial controls specialist, is now associated with Ray Claxton, Dallas-based mechanical contracting firm. Mr. Grimes is a graduate of Southern Methodist University with a degree in mechanical engineering. For the past eleven years he has been associated with the Minneapolis-Honeywell Regulator Company.

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MECHANICAL HAND LIFT



TRAILERS—INDUSTRIAL
Caster Type



Pry Bar



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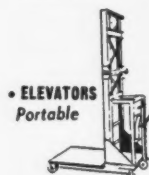
CONVEYORS
Gravity Roller



HOISTS



Fork Telescopic



ELEVATORS
Portable



RI 8-4444

DALLAS • DECEMBER, 1957

Appointments and Promotions—



VICE ADMIRAL HARRY SANDERS, USN (Retired) has joined Chance Vought Aircraft, Inc., as staff engineer—missiles. Working with the firm's chief engineer—missiles, Sam Perry, Admiral Sanders will direct preparation of training material to teach Navy sub crews operation of Regulus II, 1,000-miles-plus range missile. Before his voluntary retirement last May, he was Commander, Training Command, U. S. Pacific Fleet, and his main responsibility was to keep Navy crews trained to use new and special weapons as soon as they were developed.



A. C. BLOOMER has been named executive vice-president of Aerobat Industries, Inc., Dallas, and appointed to the board of directors. Mr. Bloomer, a Dallasite for the past 15 years, formerly was general manager of the Penwood Corporation.

BUSINESS PROPERTY



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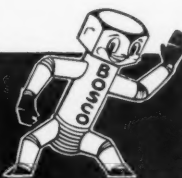
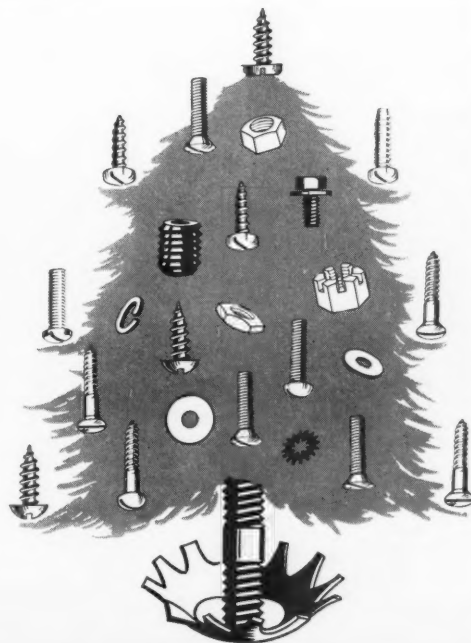
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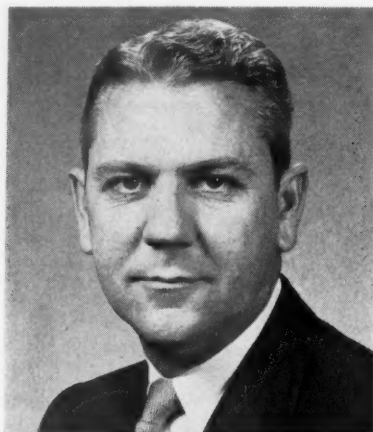
2333 Inwood Road, FL 7-7315
Dallas, Texas

4101 San Jacinto, JA 2-4647
Houston, Texas

Appointments and Promotions—



WILLIAM W. CLAWSON has been elected a director and vice-president of Magnolia Petroleum Company. A mining engineering graduate of the University of Kansas, Mr. Clawson's experience in geology and administration covers 30 years, much of it spent in the Southwest. He joined the Magnolia organization in Dallas in 1933, and after serving in various capacities was appointed coordinator of domestic production for Socony Mobil Oil Company. From this New York post he is transferring to Dallas to take up his new management duties with Magnolia, Socony Mobil's Southwestern affiliate.

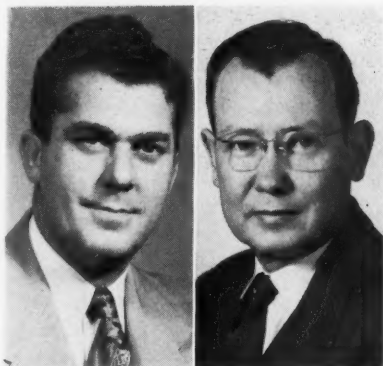


LT. COMMANDER WILLIAM B. DEVERS (USN Retired) has been named manager of a new branch sales office opened at Addison Airport by J. R. Gray Company, Beechcraft airplane distributor, located at Love Field.

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Luggage - Sporting Goods - Appliances
Cameras - Watches - Jewelry

The Sessions Co.
1800 Good-Latimer Expressway

Appointments and Promotions—



SCHMEER

CRAMER

GEORGE W. CRAMER, cashier of Texas Bank & Trust Company, has been given the additional title of vice-president. Mr. Cramer has been cashier of Texas Bank since 1949 and will continue in that capacity. **W. C. SCHMEER** has been promoted from assistant vice-president to vice-president. Mr. Schmeer has been in charge of the correspondent bank division since July, 1956.

★
GEORGE OWEN FERRELL has been assigned as sales representative for Braniff International Airways' Dallas sales office. Mr. Ferrell is a graduate in business administration of North Texas State College.



ED ENNS, sales representative with Hobbs Trailers' Dallas branch, has been appointed sales manager. Mr. Enns has been with Hobbs for more than ten years and is well known in the truck-trailer industry.

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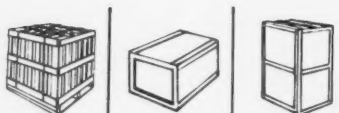


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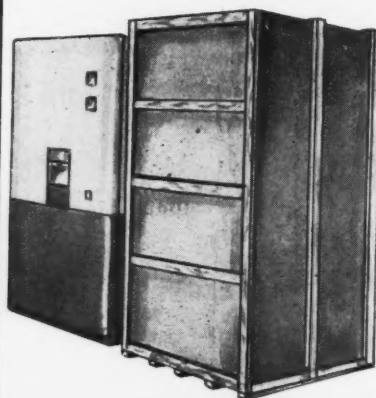
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Appointments and Promotions—



LEVI A. HAYES has been named general manager of Applied Power Equipment & Manufacturing Company's new Dallas branch office located at 2015 Farrington St. Mr. Hayes has had over 21 years experience in engine sales and service, several years of which have been with Buda Engine and Allis-Chalmers Corporation.

★
WILLIAM CROWDUS, announcer on the staff of WFAA Radio and star of his own show, "Man Around the House," has been named new program director for the station. Mr. Crowdus is a Dallasite and a graduate of Southern Methodist University. He came to WFAA in 1955 from KRIS, Corpus Christi, where he spent six years as chief announcer and director of public service programming.



THOMAS H. LESTER, currently controller and assistant general manager, has been promoted to general manager of DeSoto Paint & Varnish Company, Garland. Mr. Lester joined DeSoto in 1952 when the plant was still operating in Memphis, Tennessee, starting as a bookkeeper and advancing successively to accountant, assistant office manager, controller and assistant general manager.

DALLAS • DECEMBER, 1957

Appointments and Promotions—



E. W. NORVELL has been named a partner in Norvell Associates, electronic manufacturers' representatives with headquarters in Dallas. Mr. Norvell is a graduate of Southern Methodist University and has been associated with Southwest Electronic Industries as a vice-president for the past four years.

★

EDWARD WYATT GOSHORN, former U.S. Navy commander, has been appointed a commercial salesman for Bell Helicopter Corporation. Mr. Goshorn, a Navy flier for 11 years, until recently was Southern area public relations and sales promotion manager for Carrier Corporation in Dallas.



RAUSCHELBACH

SAYLER

D. H. (PAT) RAUSCHELBACH and **ROY B. SAYLER** have been elected to the board of directors of Central Engineering & Supply Company. Mr. Rauschelbach, a graduate of Arlington State College, joined the 35-year-old engineering firm in 1945 and now manages the company's industrial sales. Mr. Saylor, a graduate of the Milwaukee School of Engineering, became associated with Central Engineering in late 1955 and presently heads the firm's refrigeration division.

DALLAS • DECEMBER, 1957

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FRED L. HAYNES, District Manager

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Appointments and Promotions

BOB FARRAR has been appointed musical arranger and writer for the Commercial Recording Corporation, Dallas. Formerly Radio-TV director of W. W. Sherill Company, Advertising, Dallas, Mr. Farrar also has been production manager of KENS-TV, San Antonio. He is a graduate of Southern Methodist University. He also attended the Radio and Television School of Northwestern University and North Texas State College.

★

ALBERT F. BARNETT has been appointed district sales manager for the Dallas-Fort Worth and Houston districts of the Southern-Plaza Express, Inc. Mr. Barnett came to Southern-Plaza from Cook, Minnesota in October, 1956.

FRANK PILLSBURY has been named general sales manager of all of the Bill Bell marine enterprises. Mr. Pillsbury also will act as general manager of Bill Bell Marine Sales, the Dallas retail outlet for Bell. He comes to Dallas headquarters after three years as manager of the Bell Houston branch. Before that, he handled boat sales in the Dallas retail store.

★

JIM GAYNIER, formerly of Gump and Gaynier, Realtors, has joined the Martin Tycher Real Estate Company at 6039 Berkshire Lane in Preston Center. Mr. Gaynier, who has been in the real estate business for the past seven years, has been named service manager of the Martin Tycher office. He is an associate member of the Dallas Real Estate Board and Texas Real Estate Association.



★



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Appointments and Promotions—



J. D. EPPRIGHT has been named director of area development of Texas Power and Light Company. Mr. Eppright formerly was district manager for the company at Palestine. A native Texan, he is a graduate of Schreiner Institute and North Texas State College. He has been with Texas Power and Light since 1947.



JOHN C. HELIES has been appointed executive vice-president of Security Engineering Division, Dallas-based manufacturer of rock bits and other drilling tools for the field of petroleum, and one of the Dresser industries. Mr. Helies, who holds a B.S. degree from Holy Cross University, formerly was associated with Dresser Industries. His new post will cover all Security activities except sales. **HENRY L. SISK** has been named Security's manager of industrial relations. Mr. Sisk has a Ph.D. degree from Cornell University.



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RENT-A-CAR SYSTEM LICENSE

CARPENTER BROS.

General Contractors

P. L. CARPENTER
R. B. CARPENTER
ROBERT D. CARPENTER

Building with a Future



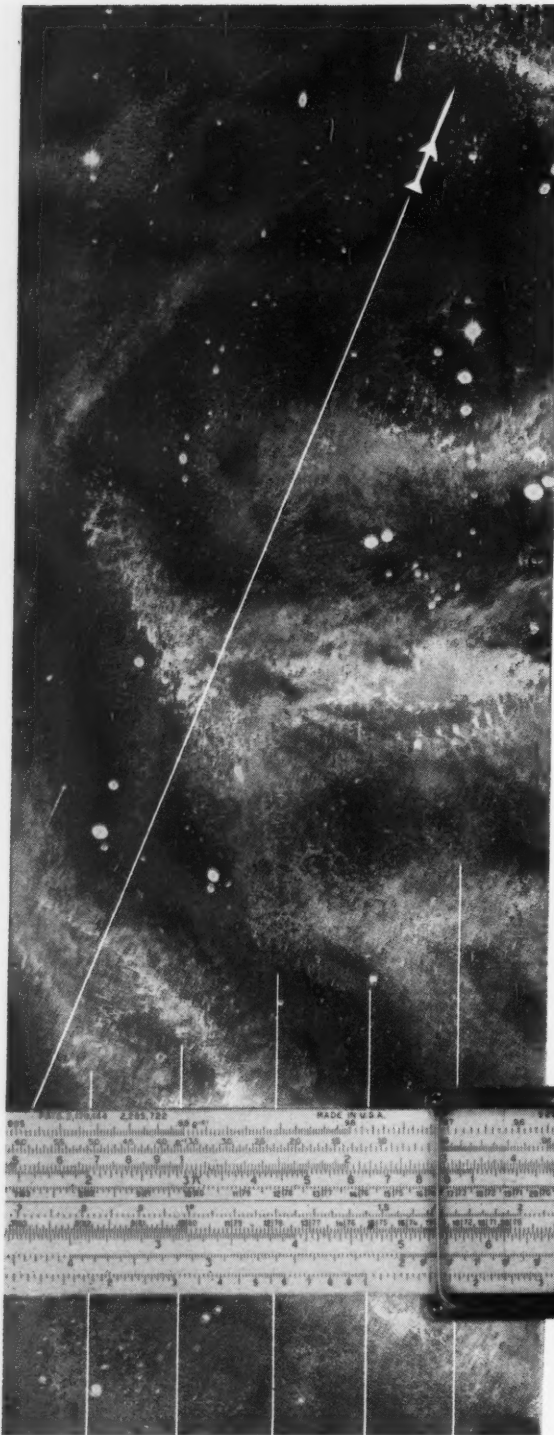
**INDUSTRIAL PLANTS
OFFICE BUILDINGS AND
WAREHOUSES**

BUILDING WITH A FUTURE

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WHitehall 6-5171**

SCREW PRODUCTS

Briggs-Weaver
MACHINERY COMPANY
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Temco's accomplishments in the future will reflect the experience gained in past performance. If your business is with anything that flies, look to Temco for *complete capability and reliability from development through production.*



AIRCRAFT CORPORATION • Dallas, Texas

Appointments and Promotions—



THOMAS S. WILLIAMS, formerly general manager of Dixie Wax Paper Company's Washington, New Jersey plant, has been elected vice-president in charge of the firm's technical division. Dixie Wax Paper has its headquarters and plant in Dallas, where Mr. Williams will direct product research and development, equipment and methods development, engineering and industrial relations.



RICHARD P. TALLMAN has been named manager of the Dallas office of Dun & Bradstreet's Mercantile Claims Division, the agency's collection service arm. Mr. Tallman started with Dun & Bradstreet in St. Louis in 1939. He entered into the work of the Mercantile Claims Division in 1950 and three years later was appointed manager of the Indianapolis office.

ELECTROTYPERS
SAM ROSS McELREATH CO.

DALLAS • DECEMBER, 1957

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TOM McHALE
Advertising Manager

Published Since 1922

By the

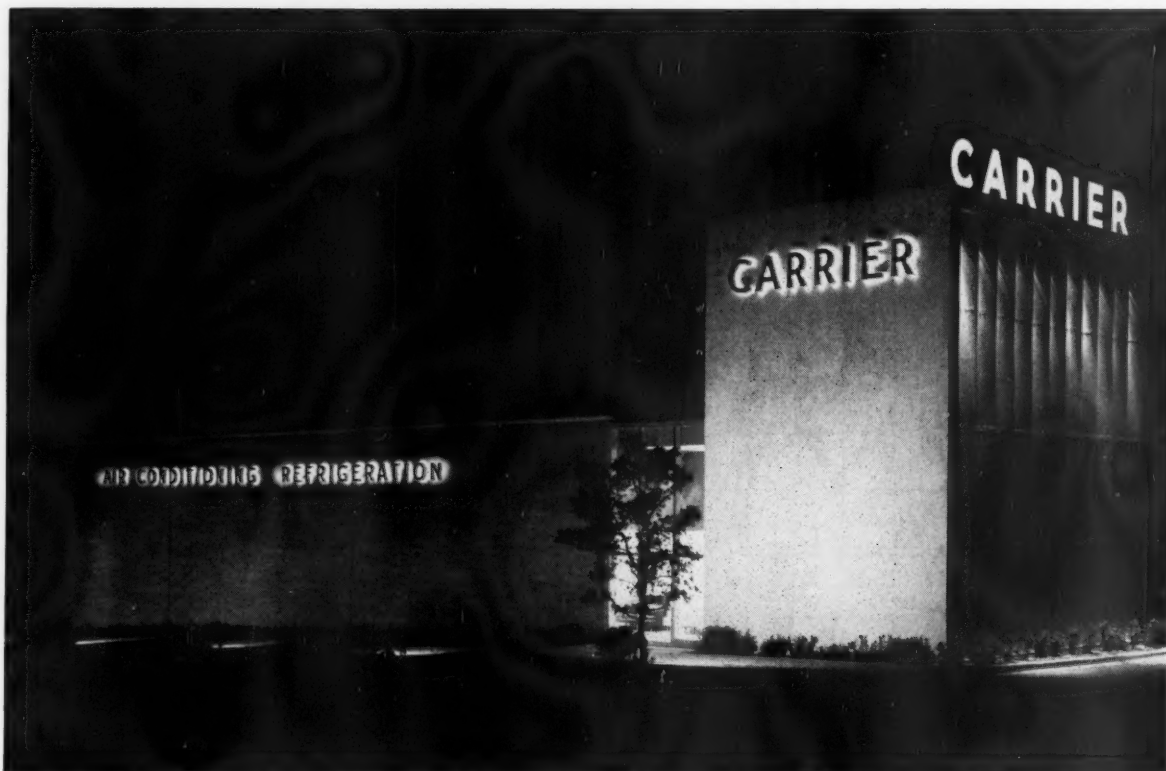
Dallas Chamber of Commerce

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LIGHT *keeps architectural beauty on display...after hours*



Carrier Corporation, 10838 North Central Expressway

Carrier Corporation uses *light* effectively and dramatically to make its handsome new building a doubly valuable investment. By day it is an efficient regional plant and headquarters unit. By night it becomes a symbol of good public relations, helping to increase confidence in the progressive firm it advertises. Can light do a worthwhile "after hours" job for *you*? Why not talk it over with a DP&L lighting engineer... always available for information and practical suggestions. No obligation. Just call RIverside 2-9321.



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*consistent
policyholder
service*

**TEXAS EMPIRE LIFE
AND ACCIDENT INSURANCE COMPANY**

Hilton Painter, President

Dallas

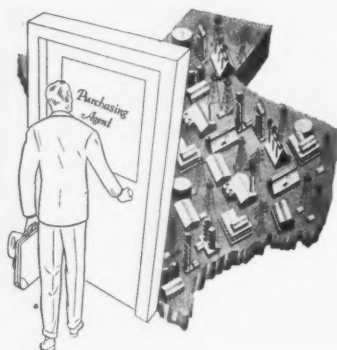
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Office Building, Warehouse, etc.

TO SUIT REQUIREMENTS OF ESTABLISHED CONCERN
... LARGE OR SMALL. SEVERAL EXCELLENT LOCA-
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Write for further information

THE SOUTHWESTERN PURCHASER

Official magazine of the Purchasing Agents Associations
of Texas and Western Louisiana

Southland Life Bldg.

Dallas

(Continued from page 29)

importers for wall scrolls, handprinted on chalk white parchment with cylindrical wood bars and polished brass ferrules, also oriental landscape, and other designs.

ENGLAND — Iraco Limited, 184 Strand, London, W. C. 2, England. British firm seeking wholesale merchants or importers for pipes, pipe fittings, plumbing and heating supplies, building materials and flanges.

JAPAN — Kitamura Products Co., 583, Nozato-cho, Nishiyodogawa-ku, Osaka, Japan. Firm seeking importers of artists brushes, bamboo ware, curios, novelties, and other handicrafts.

JAPAN — Oriental Industrial Corp., Central P. O. Box 519, 34, 2-Chome, Doshmachik Higashi-ku, Osaka, Japan. Firm of exporters seeking sale of sewing machines & parts, toys, personal ornaments, and umbrellas.

NEW ORLEANS — Netherlands Trade Commission, 537 International Trade Mart, New Orleans, Louisiana. This office attempting to help U. S. importer of Dutch merchandise to sell and to appoint representative for pewter and other lines of gift-ware.

MEXICO — Sterling Crest De Mexico, S.A., Rousseau 46, Mexico D.F. Mexico Manufacturer of sterling silverware desirous of establishing sales outlets and contacts in this city.

JAPAN — Overseas Trading Co., Ltd., Central P. O. Box #140, Osaka, Japan. Exporters of bamboo wares such as baskets, trays, poles, rakes, etc., seeking buyers of their products.

MEXICO — Daniel Garza Garza, Hidalgo #489 Pte., Monterrey, N. L. Mexico. Manufacturing plant of bricks and tiles made of red clays for construction purposes seeking sales representation in this area.

ENGLAND — Meyer Hill (Leeds) Ltd., 97 North Street, Leeds 7, England. Exporter of large quantities of grey blankets whipped in red or blue as per enclosed sample, quality 630, with specifications given in letter, seeking importers in this area.

FRANCE — Parizot, 10 Boulevard Georges Clemenceau, Dijon, France. Firm specializing in food products seeking importers and agents of same in this city.

JAPAN — I. J. Lantz, P. O. Box 269, Kobe, Japan. French firm established in Japan specializing as exporter in sundries of Japanese manufacture such as toys, lacquerware, imitation jewelry, wooden-ware, lighters, cutlery, Xmas decorations and bulbs, seeking importers of these products.

Dallas *Pioneers*



Established

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

Street Railway

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1875 First National
Bank in Dallas

Banking

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Househo'd Goods, and
Commercial Warehousing"

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1887 Buell & Company

Building Material
Distributors

1892 The Egan
Company

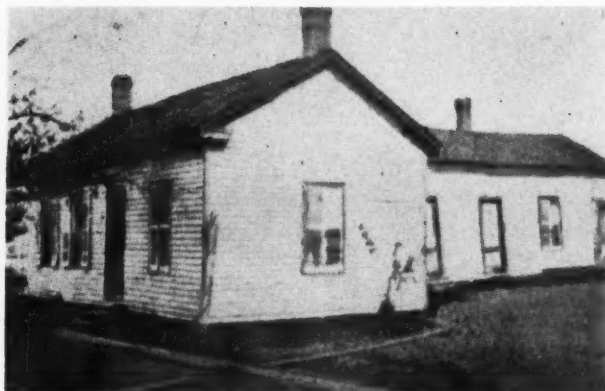
Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies



ON February 2, 1874, the Ursuline Academy of Dallas was established in this modest four-room house located at the corner of Masten (now St. Paul) and Bryan. Virgin trees enclosed this site, then on the edge of Dallas and now occupied by the U. S. Post Office and Government Building. Expansion in 1875 brought about the erection of a two-story building and in 1881 the convent was moved to the 3900 block on Live Oak which many at that time considered too far out in the country for a school. For many years its buildings were a landmark in that section of Dallas. During the late nineties, George Smith was a detective sergeant in the Dallas Police Department and in 1903 he resigned to form the Smith Detective Agency and Nightwatch Service. Manpower was the basic feature of this pioneer protective organization and fast communication was achieved by telephone and telegraph. Technical improvements through the years have expanded and mechanized the service of the Smith Organization. The firm is now managed by George Smith, an electrical engineer and son of the founder. Now in its fifty-fourth year, its operations are based on highly technical electronic devices that provide protection for major business and industrial installations in Dallas and throughout the nation. The northward expansion of Dallas resulted in the Ursuline Convent moving to the 4800 block on Walnut Hill Lane, where the humble institution of 83 years ago now occupies an imposing group of buildings on a 28-acre site in the heart of one of Dallas finest residential neighborhoods.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge
Printing Company

Printing, Lithography, Engraving.
Office Supplies

1900 John Deere
Plow Company

Agricultural Instruments

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

Out Front in DALLAS with

BINSWANGER

Glass



Unique in Dallas,
the Exchange Bank
Building in Dallas'
"City of Tomorrow,"

Exchange Park,
is so constructed that
no sun will reach its
windows from March
to November.

Exterior walls are
granite with wide
expanses of recessed
and shaded glass;
North and South walls
are continuous
windows with colorful,
insulated spandrels.

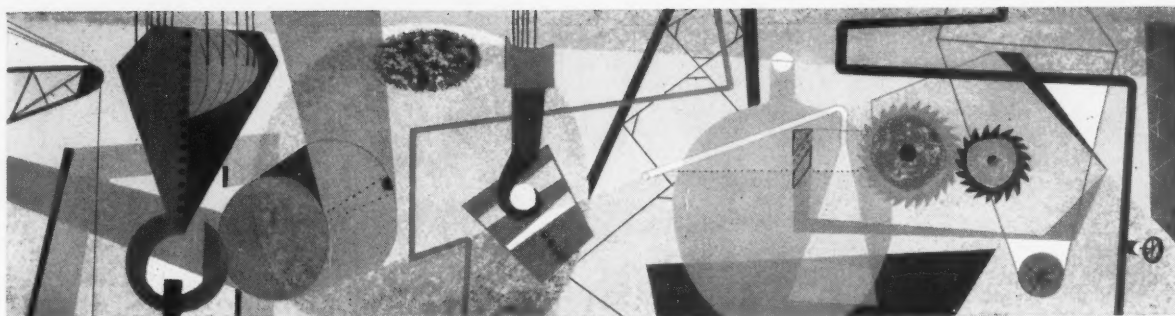
Binswanger & Company of Dallas is proud to have worked with
General Contractors Robert E. McKee and Architects Lane-
Gamble & Associates in supplying and installing LOF Parallel-O-
Plate Store Fronts and Window Walls, LOF Tuf-Flex Doors for
Entrances, LOF Parallel-O-Plate Mirrors, Brasco Tubular En-
trance Frames, and Brasco Metal Store Front Sash for the
fabulous new Exchange Bank of Dallas.

CALL US FOR

Glass
OF EVERY
DESCRIPTION

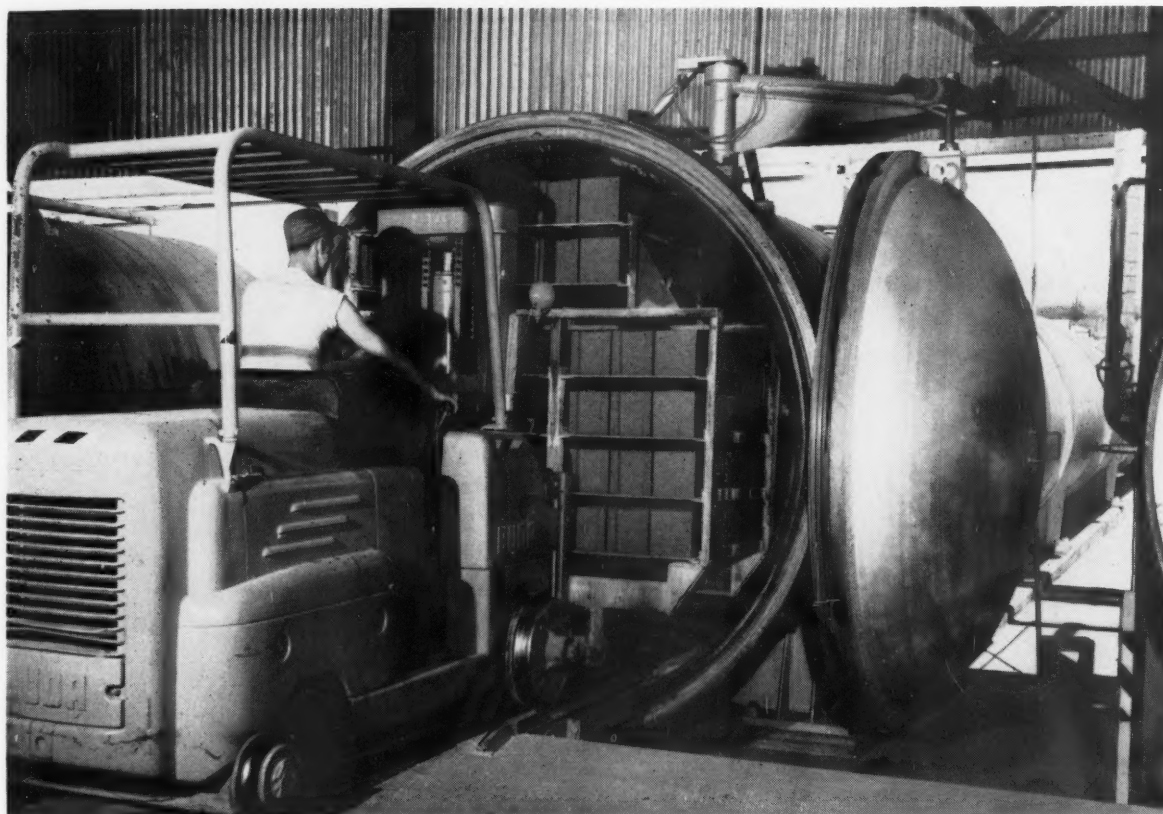
Make LIGHT a Part of Your Plans





**ENGINEERING
HAS REAL MEANING
FOR YOU IN
YOUR ULTIMATE PROFIT**

*and, of course, the more complete
your engineering, the more
marked these advantages will be.*



Charging one of four Autoclaves at Texcrete Company, Dallas, Texas, a subsidiary of Texas Industries, Inc.

A. J. BOYNTON AND COMPANY

Engineers and Technical Counselors

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TIME ENGINEERING = MERCANTILE BUSINESS DRIVE-IN-DEPOSIT



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Yes... for the quickest deposits in town, drive in on Commerce... transact your business at the teller's window without even leaving the car and go out on Main. And, that's that! ... a time-consuming job done in half the time.

Make use of this modern Mercantile business service. No waiting, no parking... no driving around the block while someone else runs in to make deposits. Just *in on Commerce... out on Main*. Business done and on your way! Try Mercantile Business Drive-In Deposit soon!



MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

